

Jerrod Penn

Dept. of Agricultural Economics & Agribusiness, 221 Woodin Hall
Louisiana State University, Baton Rouge, LA, 70802
225-578-2753
jpenn@agcenter.lsu.edu

Employment

- January 2018-Present Assistant Professor, Resource Economics and Sustainability
Dept. of Agricultural Economics & Agribusiness
Louisiana State University
- July 2017-Dec 2017 Post-Doctoral Scholar
Agricultural Economics, Univ. of Kentucky
- August 2010-June 2017 Graduate Research/Teaching Assistant
Agricultural Economics, Univ. of Kentucky
- Summer 2015 Research Intern, Economic Research Service
US Department of Agriculture, Washington DC
- Fall 2014 Lecturer, Agricultural, Environmental and
Development Economics, The Ohio State University
- Summer 2009/2010 Teaching Assistant/Research Intern,
Food and Resource Economics, Univ. of Florida

Education

- Ph.D., Agricultural Economics, 2017
University of Kentucky, Lexington, KY
Major Professor: Wuyang Hu
- MS, Economics, 2016
MS, Agricultural Economics, 2013
University of Kentucky, Lexington, KY
- BA, Economics (*Suma Cum Laude*), Political Science (*Cum Laude*) 2010
University of Florida, Gainesville, FL
 - Minor in Food and Resource Economics and Business Administration

Research Specialties

- Primary: Environmental and Resource Economics
 - Nonmarket Valuation, Policy and Management, Recreation
- Secondary: Marketing and Consumer Economics
 - Sustainability and Food Marketing, Consumer Behavior

Peer-Reviewed Publications

*Advised students

1. **Penn J** and W Hu. The Extent of Hypothetical Bias in Willingness to Accept: Evidence from a Meta-analysis and Field Experiment. *Forthcoming. American Journal of Agricultural Economics*.
2. **Penn J** and W Hu. "Reports of Bed Bugs on Hotel Choice: A Choice Experiment." *Forthcoming, International Journal of Hospitality Management*.
3. **Penn J** and W Hu. "Travelers' Value of Bed Bug Proactive Protection Measures in Hotels: a Choice Experiment." *Tourism Economics*. <https://doi.org/10.1177/1354816620923217>.
4. Petrolia D, **Penn J**, Quainoo R, Caffey R, and JM Fannin. 2019. "Know Thy Beach: The Value of Beach Conditions Information." *Marine Resource Economics*. 34(4):331-359.
5. **Penn J**, Hu W, and H Penn. 2019. Support for Native, Solitary Pollinator Conservation among the Public versus Beekeepers. *American Journal of Agricultural Economics, ASSA invited paper*. 101(5): 1386-1400.
6. **Penn J** and W Hu. 2019. Cheap Talk Efficacy under Potential and Actual Hypothetical Bias: A meta-analysis. *Journal of Environmental Economics and Management*. 96: 22-35.
7. **Penn JM**, Hu W, and LJ Cox. 2019. Forced Choice with Constant Choice Experiment Complexity. *Journal of Agricultural and Resource Economics*. 44(2): 439-455.
8. **Penn J**, and HM Sandberg. 2018. Motivation, Preparation, and Attitudes of Agricultural and Resource Economics Master's Students. *NACTA Journal*. 62(4): 294-297.
9. Zuo N, **Penn JM**, and M Asgari. 2018. Teaching as a Graduate Student: A One-credit Teaching Module Case. *NACTA Journal*. 62(4): 359-364.
10. **Penn J**, and W Hu. 2018. Understanding Hypothetical Bias: An Enhanced Meta-Analysis. *American Journal of Agricultural Economics*. 100(4): 1186-1206.
11. **Penn J**, Penn H, and W Hu. 2018. Public knowledge of monarch conservation in Kentucky. *Sustainability*. 10(3). doi:10.3390/su10030807
12. Trull N*, **Penn J**, and W Hu. 2018. Public Support for Growth and Funding in Built Environments: Case of an Arboretum. *Journal of Housing and the Built Environment*. 33(4): 829-841.
13. Zhong H, Hu W and **J Penn**. 2018. Farmers' Willingness and Expected Economic Benefit to Adopt BMPs: An Application of Multivariate Imputation by Chained Equation Method. *Journal of Agricultural and Resource Economics*. 43(1): 78-102.
14. **Penn J**, and W Hu. 2018. Euthanizing Value of a Statistical Life: Monetizing Differences in Public Perception and Alternatives. *Applied Economics*. 50(16): 1824-1836.
15. **Penn J**, Penn H, Potter M, and W Hu. 2017. Bed Bugs and Hotels: Traveler Insights and Implications for the Industry. *American Entomologist*. 63(2): 79-88.
16. **Penn J**, and HM Sandberg. 2017. Agricultural and Resource Economics Ph.D. Students: Who are They and What Do They Want? *NACTA Journal*. 61(3): 184-188.

17. **Penn J**, W Hu, L Cox, and L Kozloff. 2016. Values for Recreational Beach Quality in Oahu, Hawaii. *Marine Resource Economics*. 31(1): 47-62.
18. Hu W, Qing P, **Penn J**, Pelton M, and A Pagoulatos. 2015. Rider Preferences and Economic Values for Equestrian Trails. *Journal of Environmental Planning and Management*. 58(7): 1154-1172.
19. **Penn J**, Hu W, Cox L, and L Kozloff. 2014. Resident and Tourist Preferences for Stormwater Management Strategies in Oahu, Hawaii. *Ocean and Coastal Management*. 98(1): 79-85.
20. Hancock A*, **Penn J**, and W Hu. 2014. Augmenting Electricity Output of Ellipticals through Behavioral Change. *Sustainability: The Journal of Record*. 7(5): 255-261.
21. **Penn J**, Brown D, and L Maynard. 2014. The Economic Impact of Bed Bugs within the Hospitality Industry. *Consortium Journal of Hospitality & Tourism*. 19(1): 22-47.

Proceedings, Outreach, and Other Publications

1. Potter M, **Penn J**, and W Hu. 2017. Bed Bugs, Hotels, and Travelers: Attitudes and Implications. Proceedings of the International Conference Urban Pests. Birmingham, UK.
2. **Penn J**, Hu W, and M Potter. 2015. Disturbed! *Pest Control Technology*. November 2015 issue.
3. "[11 Steps to Help Students Conduct Effective Research Surveys](#)" Featured Best Lesson. Course Hero. April 2019.

Under Review

- **Penn J**, Bastola S*, and W Hu. "Nudging Away From Plastic Bags with Charitable Donations." *Revise and Resubmit, Land Economics*.
- **Penn J** and W Hu. Nudging against Hypothetical Bias by Defaulting to the Opt-Out in an Online Choice Experiment. *Revise and Resubmit, Applied Economics*.
- **Penn J** and W Hu. "Certainty Follow-Up Efficacy under Potential and Actual Hypothetical Bias: A Meta-Analysis." *Under Review*.
- **Penn J** and W Hu. Making the Most of Cheap Talk in an Online Survey. *Under Review*.
- Hu W, Sun S, **Penn JM**, and P Qing. "On Miscalculating t-Test Statistics and Welfare Measures in Choice Experiments with Effects-Coded Variables." *Revise and Resubmit, 2nd Round. American Journal of Agricultural Economics*.
- Nemati M and **J Penn**. "The Impact of Social Norms, Feedback, and Price Information on Conservation Behavior: A Meta-Analysis of Studies." *Revise and Resubmit, 3rd Round. Resource and Energy Economics*.
- Li R, Yang B, **Penn J**, Houghtaling B, Chen J, Prinyawiwatkul W, Roe BE, and D Qi. "Perceived vulnerability to COVID-19 infection from event attendance: Results from Louisiana, USA, two weeks preceding the national emergency declaration." *Under Review*.

- Penn H, **Penn J**, M Hagan*, and W Hu. “University Student Perceptions of Pollinator Conservation.” *Under Review*.
- Balachandran R, **Penn J**, and M Bampasidou. “Understanding the Variation in Estimates of Off-farm Labor Supply Elasticities: A Meta-Analysis.” *Under Review*.
- Houghtaling B, Holston D, Szocs C, **Penn J**, Qi D, and V Hedrick. “Current Practices in the Stocking and Marketing of Sugar-Sweetened Beverages in United States Food Stores: A Rapid Review.” *Under Review*.

Working Papers

- **Penn J** and W Hu. The Presence of Hypothetical Bias within Spatial Decay and Charismatic Species: An Application of Monarch and Viceroy Butterflies. *Working Paper Available*.
- **Penn J** and W Hu. A Comparison of Ex Ante and Ex Post Consequentiality Efficacy to Reduce Hypothetical Bias. *Working Paper Available*.
- **Penn J** and W Hu. Attenuated Independence: Investigating the assumption and effect of independence across choice sets.
- **Penn J**, Qi D, Li R, and BE Roe. “Testing Hypothetical Bias Mitigation and Fading Efficacy with Cheap Talk and Opt-out Reminders in Choice Experiments.”
- **Penn J** and W Hu. “A Benefit-Cost Analysis of Universities Becoming Bee Campus USA Certified.”
- **Penn J**, Hu W, and T Ye. “Cheap Talk, Consequentiality, and Certainty Follow-up as Hypothetical Bias Mitigation Techniques: A Cross Country Comparison.”
- Qi D, **Penn J**, Li R, and BE Roe. “Winning Ugly: The potential for converting ugly food to a horizontally differentiated product.”
- Penn H, Cunningham-Minnick M, **Penn J**, and W Hu. “Kentucky Farmers’ Supportiveness of Tree Lines and Changing Spray Timing of Soybeans.”

Awards & Honors

- 2020 Southern Agricultural Economics Association, Emerging Scholar Award (National, 1 of 3 winners).
- 1st Place, Undergraduate Quiz Bowl Competition. Louisiana State Univ. Advisor/Coach, AAEA 2019, Atlanta, GA (National).
- Louisiana Sea Grant’s Louisiana Discovery, Integration, and Application (LaDIA) Faculty Fellow, 2019-2020.
- 1st Place, Undergraduate Quiz Bowl Competition. Univ. of Kentucky Advisor/Coach, AAEA 2017, Chicago, IL (National).
- Endowed Doctoral Fellowship Award from the University of Kentucky Association of Emeriti Faculty, 2017, \$2,500 (University).
- 1st Place, Undergraduate Quiz Bowl Competition. Univ. of Kentucky Advisor/Coach, AAEA 2016, Boston, MA (National).

- Teaching, Learning and Communication Section's Graduate Teaching Award, AAEA 2015, San Francisco, CA (National).
- 2nd Place, Undergraduate Quiz Bowl Competition. Univ. of Kentucky Advisor/Coach, AAEA 2015, San Francisco, CA (National).
- Univ. of Kentucky Provost's Outstanding Teaching Assistant Award, 2015 (University).
- 2nd Place (UC-Davis 1st and MIT 3rd) in the United States Assoc. for Energy Economics (USAEE) 2014 Case Study Competition with M Lang, W Martin, D Nichols, and E Rutledge. New York City, NY (National).
- Travel Scholarships, AAEA and Univ. of Kentucky Graduate School, 2012-2016. \$1,870 cumulative.
- Daniel R. Reedy Quality Achievement Award, Univ. of Kentucky Graduate School 2012-13, 2013-14, & 2014-2015. \$9,000 cumulative (University).
- Academic Excellence Scholarship, Univ. of Kentucky Student Government, 2013, \$1,000 (University).
- Gamma Sigma Delta Outstanding Master's Student Award, Univ. of Kentucky College of Agriculture 2012 (College).
- 1st Place, Undergraduate Quiz Bowl Competition. Contestant, AAEA 2010, Denver, CO (National).
- 2nd Place, Undergraduate Quiz Bowl Competition. Contestant, SAEA 2010, Orlando, FL (Regional).
- 2nd Place Best Chapter, Univ. of Florida National Agri-Marketing Assoc. (NAMA) Team, 2010 NAMA Meeting in Kansas City, MO (National).

Funding

- Houghtaling B, Holston D, Szocs C, Qi D, Penn J, and V Hedrick. \$5,490. 2019. Current Practices in the Stocking and Marketing of Sugar-Sweetened Beverages and Opportunities for Favorable Food Retail Change to Improve Consumer Diet Quality: A Rapid Review. Healthy Eating Research's Commissioned Paper - Deep Dive of Sugar Sweetened Beverages in Food Retail.
- Hardee C, Cobb B, and J Penn. \$7,532. 2019. Invasive Species and Forest Certification. LSU A. Wilbert's Sons Research Internships.
- Blazier M, Tanger S, and J Penn. \$359,328. 2018. Development of Easement Forest Database. USDA-NRCS.
- Blazier M, Tanger S, and J Penn. Pheasants Forever. \$222,796 2019-2024. Delivery of Conservation Technical Assistance and Implementation of Early Successional Habitat Practices (LA, AR)
- Hildreth A and J Penn. \$5,176. 2018. Awareness of the Decline of Non-Honeybee Pollinators. A. Wilbert's Sons Research Internship.
- Russell E, Penn J, Schieffer J, and J Jones-Bowman. \$53,000, 2018-20. Summer Sustainability Research Fellowships. UK Office of Undergraduate Research and Student Sustainability Council.
- Hu W, Meyer AL, and J Penn. \$13,500. 2016. UK Student Survey of Local Beef Consumption and Sustainability Initiatives. Jointly supported by the Univ. of Kentucky Food Connection and Student Sustainability Council.
- AAEA travel grant. \$400. 2017. Water Resources & Policy: Exploring the Risks, Benefits and Opportunities for Conservation. Washington D.C
- Penn J, Zumdick S, Crowley P, and W Hu. \$18,884. 2016. Supporting Monarchs and Pollinators through Citizen Science and Public Engagement. Univ. of Kentucky Sustainability Challenge Grants/Student Sustainability Council.

- Penn J, Hu W, and M Potter. \$15,500. 2014. Protect-A-Bed Corporation. Economic Study of Bed Bugs in the Hospitality Industry.
- Penn J, and L Maynard. \$500. 2014. Dept. of Agricultural Economics' Centennial Quiz Bowl Invitational. Univ. of Kentucky College of Agriculture, Food and Environment's annual Barnhart Fund for Excellence Award.
- Penn J, and W Hu. \$7,855. 2014. Univ. of Kentucky Arboretum Project. Lexington-Fayette Arboretum and Student Sustainability Council.
- Straathof D, J Penn, and W Hu. \$2,000. 2013. Multi-University Comparison of Electricity Output in Fitness Centers from ReRev Technology. Univ. of Kentucky Student Sustainability Council.
- Penn J, and W Hu. \$6,320. 2013. Faculty and Staff Sustainability Survey. Univ. of Kentucky Student Sustainability Council.
- Penn J, A Hancock, R Lee, and W Hu. \$2,890 (Grant and In-kind). 2012. Johnson Fitness Center, Dining Services, and Student Sustainability Council, all at the Univ. of Kentucky.
- Penn J, W Hu, and A McLaughlin. \$5,460. 2012. Student Sustainability Survey. Univ. of Kentucky's Student Sustainability Council.
- Penn J, W Hu, and A McLaughlin. \$1,000. 2011. Service Learning Mini-Grant. Univ. of Kentucky Office of Undergraduate Education.
- Penn J, with J Schieffer (2011) and Y Kusonose (2012) \$1250 cumulative. Research Activity Award for Web Seminar Series. Univ. of Kentucky College of Agriculture.
- Penn J. \$2,000 Scholarship, 2010. Mechanized Citrus Harvesting Feasibility. Food and Resource Economics Dept., Univ. of Florida.

Submitted but not funded

- Penn J, Fannin JM, and M Nemati. \$278,807. 2019. Economic Value and Impact of 2017-18 *Karenia brevis* Harmful Algal Bloom to Hospitality in Florida. Gulf of Mexico Coastal Ocean Observing System Regional Association.
- Goedeke TL, Gonyo S, Winship AJ, Newstead D, Leblanc D, Penn J, Caffey RH, Barkoukis A, Aiken R, Falkowski S, and M Shelton. \$2,429,111. 2019. Trends and Variability of Economically Important Birds in Coastal Habitats of the Gulf of Mexico Region. NOAA RESTORE Science Program.
- Support Assistance to faculty for Resiliency in Transitioning Economies, \$241,000. October 2016 submitted to USDA-NIFA National Needs Fellows. Grant to fund four graduate students trained in "Targeted Expertise Shortage Areas".

Teaching Experience

All as Main or Co-Instructor

Louisiana State University Teaching Experience (5-point scale)

- AGEC 3503 "Natural Resource Economics" (3 credit) Ratings
 - Spring 2018, 31 undergraduates. Overall Instructor: 4.62
 - Spring 2019, 46 undergraduates (66% participation). Overall Instructor/Course: 4.48/4.57

- Spring 2020, 38 undergraduates (41% participation). Overall Instructor/Course: 4.27/4.20
-
- AGEC 4700(undergraduate)/7710(graduate) “Benefit-Cost Analysis” (3 credit)
 - Spring 2019, 5 undergraduates/graduates (80% participation). Overall Instructor/Course: 4.78/4.75.
 -
- AGEC 4700 “Competition Practicum” (1 credit)
 - Spring 2019, 6 undergraduates (67% participation). Overall Instructor: 5.0
 - Spring 2020, 5 undergraduates. Course evaluation information unavailable
- AGEC 7523 “Nonmarket Valuation Methods in Ag and Natural Resources” (3 credit)
 - Spring 2018, 6 graduates. Overall Instructor: 4.72
 - Spring 2020, 4 graduates. Overall Instructor/Course: 5.0/5.0

Ohio State University Teaching Experience (5-point scale)

- AEDECON 3102 “Principles of Agribusiness Marketing” (3 credits)
 - Fall 2014, 100 students, Overall rating 4.0
- AEDECON 4106 “Strategic Management” (3 credits)
 - Fall 2014, 52 students, Overall rating 3.8

University of Kentucky Teaching Experience (4-point scale)

- AEC-300/GEN-300 “Science and Economics of Insects” co-instructed with UK Dept. of Entomology (2 credits)
 - Original co-creator of course and material
 - Spring 2016, 20 students, Value of course 3.3, Quality of teaching 3.6
- AEC 580 “Competition Team” (1 credit)
 - Spring 2015, 8 students, Value of course 3.6, Quality of teaching 3.6
- AEC 300 “Economic Perspectives of Current Enviro. Issues” (1 credit)
 - Original creator of course and material
 - Spring 2014, 16 students, Value of course 3.4, Quality of teaching 3.8
- AEC 300 “A Competitive Edge to Ag Economics” (1 credit, 4 times)
 - Original creator of course and material
 - Fall 2012, 10 students, Value of course 3.9, Quality of teaching 3.9
 - Fall 2013, 13 students, Value of course 3.6, Quality of teaching 3.6
 - Fall 2015, 10 students, Course evaluation information unavailable
 - Fall 2016, 18 students, Course evaluation information unavailable
- Special Topics (3 credit, 5 times)
 - Spring 2011: Consumer Survey of Egg Preferences AEC 580, Agricultural Economics
 - Spring 2012: Univ. of Kentucky Student Sustainability Survey
 - Spring 2013: Univ. of Kentucky Faculty/Staff Sustainability Survey
 - Spring 2014: Lexington-Fayette Urban County Government Arboretum Study
 - Spring 2016: Univ. of Kentucky Monarch Study
 - Spring 2017: Univ. of Kentucky study on student preferences for local beef

Presentations

(Those given since 2016)

- ^P Penn J, Bastola S*, and W Hu. 2020. Nudging away from plastic bags with charitable donations. SEA, New Orleans, LA.
- ^P Bastola S* and J Penn. 2020. Wetland Proximity: A Meta-Analysis of Hedonic Property Values. SEA, New Orleans, LA.
- ^P Houghtaling B, Holston D, Qi D, Penn J, and V Hedrick. 2020. A rapid review of current practices in the stocking and marketing of sugar-sweetened beverages in American food stores. American Public Health Association. San Francisco, CA.
- ^P Bastola S*, Penn J, and W Hu. 2020. Payment versus Charitable Donations to Attract Producer Survey Participation. AAEA, Kansas City, MO.
- ^P Penn J, Qi D, Li R, and B Roe. 2020. Testing For and Reversing Fading Efficacy among Hypothetical Bias Mitigation Techniques in Choice Experiments. AAEA, Kansas City, MO.
- ^P Bastola S* and J Penn. 2020. Wetland Proximity: A Meta-Analysis of Hedonic Property Values. AAEA, Kansas City, MO.
- ^P Jiang Q, Hu W, and J Penn. 2020. Real priming to reduce hypothetical bias on valuing an unrelated product. AAEA, Kansas City, MO.
- ^P Gutierrez A*, Penn J, Tanger S, and M Blazier. 2020. Conservation Easement Landowners' WTA Compensation to Manage their Forest. AAEA, Kansas City, MO.
- ^P Penn J and W Hu. 2020. Benchmarking Conservation: A Benefit-Cost Analysis of Campus Pollinator Initiatives. AAEA, Kansas City, MO.
- Penn J and W Hu. 2020. Efficacy of Hypothetical Bias Mitigation Techniques: A Cross Country Comparison. W4133, Athens, GA.
- Penn J. 2020. Certainty Follow-Up Efficacy under Potential and Actual Hypothetical Bias: A Meta-Analysis. Emerging Scholar Presentation, SAEA, Louisville, KY.
- Brown R, Vassalos M, Penn J, Kibler M, and C DiBenedetto. 2020. Online Teaching: Are You Closer Than You Think? Organized symposium, SAEA, Louisville, KY.
- Cobb B*, Gutierrez A*, and J Penn. Farmer Awareness of Sustainable Forest Initiatives. Accepted poster, SAEA, Louisville, KY.
- Li R, Penn J, Roe BE and D Qi. 2020. Opportunities to Improve Intentions to Purchase Ugly Food: Estimating U.S. Consumers' Attitudes toward Ugly Food. Accepted presentation, SAEA, Louisville, KY.
- Bastola S*, Penn J, and W Hu. 2020. Nudging away from plastic bags with charitable donations. Accepted presentation, SAEA, Louisville, KY.
- Penn J, Hu W, and Q Jiang. 2019. Effects of Real Elicitation on Hypothetical WTP for Unrelated Goods. SEA, Fort Lauderdale, FL.
- Penn H & J Penn. 2019. What do students, beekeepers, and the general public have in common: A survey outreach case study. Accepted poster, (Entomological Society of America (ESA), St. Louis, MO).
- Penn J and W Hu. 2019. Economic Values of Monarch and Viceroy Butterfly Conservation: A Case Study of Kentucky Residents. Accepted presentation, ESA, St. Louis, MO.
- Penn J, Penn H, and W Hu. 2019. Willingness to Pay to support non-honey bee pollinator conservation. Accepted poster, ESA, St. Louis, MO.
- Work on Your Social Life: Starting Social Science Collaborations. 2019. Presenter, Workshop for ESA, St. Louis, MO.

- Qi D, Penn J, Li R, and BE Roe. 2019. Winning Ugly: The potential for converting ugly food to a horizontally differentiated product. Accepted poster, AAEA, Atlanta, GA.
- Balachandran R, Penn J, and M Bampasidou. 2019. A Meta-Analysis of Off-farm Labor Supply Functions of Farm Households. Accepted poster, AAEA, Atlanta, GA.
- Bastola S* and J Penn. Implicit value of wetland proximity: A meta-analysis of hedonic property value studies. Accepted presentation, CNREP 2019, New Orleans, LA.
- Penn J, Petrolia D, Caffey R, and JM Fannin. Public Opinion of a Gulf-Wide Beach Conditions Reporting System. Accepted presentation, CNREP, New Orleans, LA.
- Penn J and W Hu. Meta-Analysis to compare Certainty Follow-up and Cheap Talk to Reduce Hypothetical Bias. Accepted presentation, W4133, Santa Fe, NM.
- Penn H, Cunningham-Minnick M, Penn J, and W Hu. 2019. Kentucky Farmers' Supportiveness of Pollinator Conservation and Cultural Control. Accepted presentation, North Central Branch Meeting-ESA, Cincinnati, OH.
- 2019. Panelist. Navigating your Graduate Studies. Organized symposium, SAEA, Birmingham, AL.
- Hildreth AP*, Penn J, Hagan M*, and W Hu. 2019. Willingness to Pay to Support non-honey bee Pollinator Conservation. Accepted poster, SAEA, Birmingham, AL.
- Penn J, and W Hu. 2019. The Extent of Hypothetical Bias in Willingness to Accept: A Field Experiment. Accepted presentation, SAEA, Birmingham, AL.
- Penn J, Hu W, and H Penn. 2019. Support for Native, Solitary Pollinator Conservation among the Public versus Hobby Beekeepers. Invited track presentation, ASSA, Atlanta, GA.
- Penn J, and W Hu. 2018. Understanding Hypothetical Bias in Willingness to Accept: A Meta-Analysis and Experiment. Accepted presentation, SEA, Nov 18-20, Washington DC.
- Petrolia D, Quainoo R, and J Penn. 2018. Mitigating Hypothetical Bias: An Application to Willingness to Pay for Beach Conditions Information. Accepted presentation, SEA, Nov 18-20, Washington DC.
- Penn J, and W Hu. 2018. Quantifying the Effect of Choice Set Interdependence in the Presence of Hypothetical Bias and Choice Order Effect. Accepted presentation, AAEA, Aug 5-7, Washington DC.
- Penn J, and W Hu. 2018. Cheap Talk, Consequentiality, and Certainty Follow-up as Hypothetical Bias Mitigation Techniques: A Cross Country Comparison. Accepted presentation, AAEA, Aug 5-7, Washington DC.
- Penn J, and M Nemati. 2018. The Impact of Social Norms, Feedback, and Price Information on Conservation Behavior: A Meta-Analysis. Accepted presentation, AAEA, Aug 5-7, Washington DC.
- You W, Zuo N, Penn J, Yang Y, Wang H, Hu W, and B McCarl. 2018. Accommodating Diverse Cultural Backgrounds among Instructors and Students: Challenges, Reflections, and Suggestions. Accepted organized symposium, AAEA, Aug 5-7, Washington DC.
- Moore J*, Penn J, and W Hu. Nudging away from plastic bag use through a donation program in university convenience stores. National Conference of Undergraduate Research (NCUR) 2018, April 4-7, Edmond, OK.
- Penn J, and W Hu. 2018. A Comparison of Ex Ante and Ex Post Consequentiality Efficacy. Accepted presentation, W4133, Feb 21-23, Austin, TX.
- Penn J, and W Hu. 2018. Comparing Hypothetical Bias Mitigation Techniques in the Context of a Recycling Program. Accepted presentation, SAEA, Feb 3-6, Jacksonville, FL.

- Fox, W and J Penn. An Investment Analysis of Melon Production Using a Novel Mesh Barrier and Bumblebees. Poster presentation, SAEA, Feb 3-6, Jacksonville, FL.
- Gabrielson Z*, Penn J, and S Zumdick. Student-Led Pollinator Habitat Restoration Project: Low-Cost Implementation and Potential Applications. Accepted poster, AASHE 2017, San Antonio, TX.
- Penn J, and W Hu. 2017. Accounting for Hypothetical Bias for Space and Species- A Case Study of Monarch and Viceroy Butterflies. Accepted presentation, AAEA, Chicago, IL.
- Penn J, and W Hu. 2017. Hypothetical Bias from Willingness to Accept Questions: Is it Bias in the Outliers? Invited track presentation, AAEA, Chicago, IL.
- Zuo N and J Penn 2017. Teaching as a Graduate Student: A One-credit Teaching Module Case. Accepted poster, NACTA 2017, Purdue University, West Lafayette, IN.
- Penn H, J Penn, and W Hu. 2016. Public Attitudes on Monarch Conservation. Ohio Valley Entomological Association (OVEA), West Lafayette, IN.
- Hart R, Penn J, and S Zumdick. Experiences and Strategies of a Student-Run Massive Monarch Restoration on Off-campus Sites. Accepted Student Summit Case Study, AASHE 2016, Baltimore, MD.
- Penn J, and W Hu. 2016. Making the Most of Cheap Talk in an Online Survey. Accepted presentation, AAEA, Boston, MA.
- Marshall K, MK Adjemian, J Penn, and T Hubbs. 2016. Just How Local is the Local Corn Basis? A Historical Decomposition of US Corn Prices. Accepted presentation, AAEA, Boston, MA.
- Penn J, and W Hu. 2016. Euthanizing Value of a Statistical Life: Monetizing differences in public perception and alternatives. Accepted presentation, W3133. Portland, OR.

Invited Presentations

- “Work on Your Social Life: Starting Social Science Collaborations.” ESA Webinar Series. 21 May 2020.
- “The Intersection of Economics and Insects.” LSU Dept. of Entomology. Dec. 6th 2019.
- “Human Economic Behavior and Values of Environmental Amenities” with Wuyang Hu. 2016. Beijing Normal University, Beijing, China, Dec 12.
- “The Extent of Valuation Hypothetical Bias in Species and Space: Comparing Monarch and Viceroy Butterflies” with Wuyang Hu. 2016. China Agricultural University, Beijing, China, Dec 13. Renmin University of China, Beijing, China, Dec 14.
- “Travelers’ thoughts on Bed Bugs” with Michael F. Potter and Ken Haynes. 2015. 45th Annual Univ. of Kentucky Pest Control Short Course. Lexington, KY, Nov 3-5.
- “Hotels, Travelers, and Bed Bugs—Oh my!” with Wuyang Hu and Michael F. Potter. 2015. National Pest Management Association Global Bed Bug Summit, Denver, CO. Jan 7-9.

Advising

#Denotes the number of top-3 finishes in competitions for advised work

Graduate Student/Visiting Scholar Advisees

- Alfaro, E. Adriana: MS, 2020-2022 (expected)
- Bastola, Sapana: PhD Student, 2018-2022 (expected)

- Bamwesigye, Dastan: Visiting Student Scholar. Mendel University. Winter 2019-20.
- Guitierrez, Ana: MS, 2018-2020 (expected)¹
- Largacha, Erika: MS, 2019-2021 (expected)

Graduate Student Committees

- Breve, Alejandra: PhD
- Li, Ran: MS
- McKinzie, Whitney: MS
- Smith, David: MS, Oceanography and Coastal Science

Undergraduates

LSU

- Cobb, Brianna: 2019-20
- Hagan, Macy: UK's Intercollegiate Sustainability Research Experience Fellow, 2018
- Hildreth, Alexander: 2018-19
- Robey, Jessalyn: UK's Intercollegiate Sustainability Research Experience Fellow, 2019

UK

- Hancock, Adam: 2014
- Moore, Josey: 2019
- Straathof, Daniella: 2016
- Trull, Nathaniel: 2015

Reviewer

- Applied Economic Perspectives and Policy
- Agribusiness: An International Journal
- American Journal of Agricultural Economics
- Canadian Journal of Agricultural Economics
- Ecological Economics
- Environmental and Resource Economics
- European Review of Agricultural Economics
- International Food and Agribusiness Management Review
- Journal of Agricultural and Resource Economics
- Journal of Agricultural and Applied Economics
- Journal of Applied Farm Economics
- Journal of Water Resources Planning and Management
- Land Use Policy
- Advances in Health Economics and Health Services Research
- Conferences: AAEA, AASHE

Other Academic Services

- Topic Leader, Environmental and Nonmarket Valuation section of AAEA. (2020-21).

- LSU Student Sustainability Fund Oversight Committee. (2019-).
- Planning/Organizing Committee. 2019 Challenges of Natural Resource Economics and Policy (CNREP) triennial national forum.
- Advisor/Coach, Academic Quiz Bowl Team, LSU Dept. of Agricultural Economics and Agribusiness (2018-)
- Member, Graduate Committee, LSU Dept. of Agricultural Economics and Agribusiness (2019-)
- Member, Undergraduate Committee, LSU Dept. of Agricultural Economics and Agribusiness (2018-)
- Agribusiness Track Session Organizer, LSU Agricultural Residency College (ARC) (2018-)
- Panel Reviewer, USDA Small Business Innovative Research Phase I (2020)
- Panel Reviewer, USDA Specialty Crops Research Initiative (SCRI) (2018)
- Reviewer, Lake Champlain Sea Grant Proposals (2018)
- Co-chair, SAEA Undergraduate Quiz Bowl Competition (2019-2020)
- Academic Quiz Bowl Advisor, Agricultural Economics, Univ. of Kentucky (2011-2017)
- Faculty Advisor/Mentor, Intercollegiate Sustainability Research Experience, Multi-University (Summer 2018, 2019)
- Student Sustainability Council, Univ. of Kentucky
 - Director of Development (2012-2013, 2015-16), Member (2011-2017)
- Summer Sustainability Intern Advisor (2015-2017), Univ. of Kentucky
 - Advisees: Karina Fuentes (2015), Benjamin Troupe (2016), and Zoe Gabrielson (2017)
- President's Sustainability Advisory Committee, Univ. of Kentucky
 - Student Representative (2011-2014, 2016-17)
- Agricultural Economics Graduate Student Organization, Univ. of Kentucky
 - President 2013-2014, Vice-President 2012-2013, Treasurer 2011-2012 & 2015-16
- Department of Agricultural Economics, Univ. of Kentucky
 - Student Representative of Faculty Search Committee (2015)
 - Organizer and Director of the department's Centennial Quiz Bowl Invitational which featured 48 students from 6 universities (October 2014)
 - Workshops: Instructor: JMP; Teaching Assistant: Stata, SAS and R (2011-2013)
 - Instructor, SAS Workshop, University-wide for the Quantitative Initiative for Policy and Social Research (QIPSR), Univ. of Kentucky (2013)

Professional Memberships

- Agricultural and Applied Economics Association
- Southern Agricultural Economics Association
- Association of Environmental and Resource Economists
- Southern Economics Association