

## **S. ANDREW STARBIRD**

Dean, Leavey School of Business  
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### **1. EDUCATION.**

#### **a) Institutions of Higher Learning.**

Ph.D., Cornell University, Agricultural Economics, 1987.

M.B.A., Santa Clara University, Agribusiness, 1984.

B.S., University of California, Davis, Agricultural Science & Management, 1982.

#### **b) Title of Theses and Dissertations.**

“Inventory Control in an Apple Packing Plant,” Ph.D., Cornell University, Thesis advisor: Robert A. Milligan.

“Production Scheduling in a Multi-Product Tomato Processing Plant,” M.B.A., Santa Clara University, Thesis director: Manoochehr Ghiassi.

#### **c) Academic Honors, Awards & Grants.**

##### **i) Academic Honors & Awards**

Leavey School of Business, Santa Clara University, 2006-2007. Dean’s Extraordinary Performance Award.

Leavey School of Business, Santa Clara University, 2005-2006. Dean’s Extraordinary Performance Award.

Society for Chain and Network Science, 2006. Best Article of 2005 in the *Journal of Chain and Network Science*. (Co-author with Vincent Amanor-Boadu)

Leavey School of Business, Santa Clara University, 2006-2008. Breetwor Fellowship for faculty who have distinguished themselves as teaching scholars.

Leavey School of Business, Santa Clara University, 2005. Dean's Extraordinary Service Award.

Leavey School of Business, Santa Clara University, 2004. Dean's Extraordinary Service Award.

Leavey School of Business, Santa Clara University, 2003-2005. Breetwor Fellowship for faculty who have distinguished themselves as teaching scholars.

ACE Program, Leavey School of Business, Santa Clara University, 2004. Outstanding Faculty Award.

Western Agricultural Economics Association, 2001. Outstanding Contribution to the *Journal of Agricultural & Resource Economics*.

Leavey School of Business, Santa Clara University, 2000. Dean's Extraordinary Performance award – Teaching, Scholarship & Service.

Leavey School of Business, Santa Clara University, 1997. Dean's Extraordinary Performance award – Teaching, Scholarship & Service.

Leavey School of Business, Santa Clara University, 1996. Dean's Award for Teaching.

Department of Agricultural Economics, Cornell University, 1986. Morgenthau Fellowship.

## ii) **Grants**

Economic Research Service, US Department of Agriculture, 2006-2007. *Economic Performance Measures of Food Safety Inspection Protocols* (extension). \$24,500.

Economic Research Service, US Department of Agriculture, 2004-2006. *Economic Performance Measures of Food Safety Inspection Protocols*. \$25,000.

- Leavey School of Business, Santa Clara University, 2006. *Agricultural Contracts: Asymmetric Information and Choice of Technology* (with Dongsoo Shin). \$8,000
- Leavey School of Business, Santa Clara University, 2005. *Effect of market Competition on the Producer's Response to Quality Standards* (with Narendra Agrawal). \$5,000.
- Leavey School of Business, Santa Clara University, 2004. *The Definition and Perception of Food Safety Risk* (with Gregory Baker). \$5,000.
- Presidential Research Grant, Santa Clara University, 2003. *Determinants of Consumer Perceptions of Food Safety Risk* (with Gregory Baker). \$4,980.
- Leavey School of Business, Santa Clara University, 2003. *The Producer's Response to Quality Standards* (with Narendra Agrawal). \$4,000.
- Leavey School of Business, Santa Clara University, Dean's Curriculum Leadership Innovation Grant, 2002. *OMIS 108S: Operations Management for Leavey Scholars*. \$2,500.
- Leavey School of Business, Santa Clara University, 2001. *Coordination, Food Safety, and Ingredient Supply Chains*. \$5,000.
- Leavey School of Business, Santa Clara University, 2000. *Optimal Grade Definitions for Multiple Quality Characteristics*. \$8,750.
- California League of Food Processors, 1999. *1999 Compensation Survey*. \$5,000.
- Competitive Manufacturing Institute, Leavey School of Business, Santa Clara University, 1998. *The Contractual Allocation of Quality Costs and the Performance of the Supply Chain*. \$10,000.
- Leavey School of Business, Santa Clara University, 1996. *How Much is Cooperation Worth?: The Costs and Benefits of a Coordinated Replenishment Policy*. \$6,500.
- Leavey School of Business, Santa Clara University, 1995. *The Foundations of Competitive Manufacturing*. \$15,000.
- Leavey School of Business, Santa Clara University, 1993. *The Foundations of Competitive Manufacturing*. \$4,320.
- Leavey School of Business, Santa Clara University, 1991. *The Effect of Agricultural Product Inspection Policies on the Use of Pesticides*. \$5000.

Presidential Research Grant, Santa Clara University, 1990. *Food Quality Management in California Agribusiness Firms*. \$2,050.

Mariani Packing Company, 1989. *Production Costs and Production Planning in a Cut Fruit Packing Plant*. \$4,400.

Leavey School of Business, Santa Clara University, 1988. *An Empirical Comparison of Spectrally Generated Forms and Flexible Forms for Cost Functions*. \$3,650.

**d) Other Awards.**

Visionary Award. 2008. Second Harvest Food Bank of Santa Clara and San Mateo Counties.

**2. TEACHING & RELATED EXPERIENCE.**

**a) Teaching Experience.**

Fall 2007. Professor, Department of Operations & Management Information Systems, Santa Clara University.

2001-2007. Associate Professor, Department of Operations & Management Information Systems, Santa Clara University.

1993-2001. Associate Professor, Food & Agribusiness Institute, Santa Clara University.

1987-1993. Assistant Professor, Institute of Agribusiness, Santa Clara University.

1984-1987. Teaching Assistant, Department of Agricultural Economics, Cornell University (part-time).

**b) Other Academic Experience.**

2009 to present. Interim Dean, Leavey School of Business, Santa Clara University.

2004. Visiting Scholar, Economic Research Service, US Department of Agriculture, Washington DC.

1996-2000. Director, Food & Agribusiness Institute, Leavey School of Business, Santa Clara University.

c) **Relevant Non-Academic Professional Experience.**

2007. Consultant, Berger/Lewis Accountancy Corporation. Provided training in asset valuation techniques including Black-Scholes modeling.
2007. Consultant, Fresh Express, Inc. Evaluated statistical aspects of sampling plans for food safety.
2003. Consultant, PMC Sierra. Developed a statistical procedure and models for identifying the relationship between quality measures and operational performance.
2003. Instructor, Varian Medical Systems. Taught a half-day seminar entitled "Quality Concepts for Managers." Organized by the LSB Executive Development Center.
2001. Consultant, Fresh Express Inc. Worked with the VP of quality to develop quality management strategy and objectives.
2000. Director of Strategic Planning, TransFresh Corporation. Served in a management position during a six-month leave of absence.
- 1998-2000. Consultant, Fresh Express Inc. Designed experiments and developed methods for analysis of quality control data.
- 1996-97. Consultant, Becton-Dickenson Immunocytometry Systems. Evaluated operations policies in order to measure trade-offs between manufacturing and customer service objectives.
1992. Instructor, Universidad Catolica del Uruguay DAL (UCUDAL). Taught a one-day course on operations strategy in food companies.
1991. Consultant, University of Guelph. Assisted researchers in collecting information regarding the factors influencing the ability of Canadian companies to compete under the North American Free Trade Agreement.
1990. Instructor, Mariani Packing Company. Taught a one-day course in statistical analysis to senior production managers.
1987. Consultant, Sun Garden Packing Company. Served on committee appointed by the board of directors to evaluate diversified investment opportunities.

### 3. SCHOLARLY & ARTISTIC WORK.

#### a) Publications.

##### Articles in Refereed Journals

Shin, Dongsoo and S. Andrew Starbird. 2009. "Risk Taking as Self Discipline in Contractual Relationships." International Journal of the Economics of Business. Vol. 16, Issue 3, pp. 289-304.

Starbird, S. Andrew. 2007. "Testing Errors, Supplier Segregation, and Food Safety." Agricultural Economics. Vol. 36, No. 3 , pp. 325-334.

Starbird, S. Andrew, and Vincent Amanor-Boadu. 2007. "Contract Selectivity, Food Safety, and Traceability." Journal of Agricultural & Food Industrial Organization. Vol. 5, Issue 1, Article 2. [www.bepress.com/jafio](http://www.bepress.com/jafio)

Starbird, S. Andrew, and Vincent Amanor-Boadu. 2006. "Do Inspection and Traceability Provide Incentives for Food Safety?" Journal of Agricultural and Resource Economics. Vol. 31, No. 1, pp. 14-26.

Amanor-Boadu, Vincent and S. Andrew Starbird. 2005. "In Search of Anonymity in Supply Chains." Journal on Chain and Network Sciences. Vol. 5, No. 1, pp. 5-16.

Starbird, S. Andrew. 2005. "Moral Hazard, Inspection Policy, and Food Safety." American Journal of Agricultural Economics. Vol. 87, No. 1, pp. 15-27.

Starbird, S. Andrew. 2005. "Supply Chain Contracts and Food Safety." Choices. Vol. 20, No. 2, pp. 124-127.

Starbird, S. Andrew. 2004. "Rejoinder: No, Still Too Many and Too Cheap." Review of Agricultural Economics. Vol. 26, No. 3, pp. 423-425.

Starbird, S. Andrew. 2003. "The Effect of Coordinated Replenishment on Quality." Journal of the Operational Research Society. Vol. 54, No. 1, pp. 32-39.

Starbird, S. Andrew. 2003. "Graduate Agribusiness Management Programs: Too Many and Too Cheap." Review of Agricultural Economics. Vol. 23, No. 1, pp. 271-276.

Starbird, S. Andrew. 2001. "Penalties, Rewards, and Inspection: Provision for Quality in Supply Chain Contracts." Journal of the Operational Research Society. Vol. 52, No. 1, pp. 109-115.

- Starbird, S. Andrew. 2000. "Designing Food Safety Regulations: the Effect of Inspection Policy and Penalties for Noncompliance on Food Processor Behavior," Journal of Agricultural and Resource Economics. Vol. 25, No. 2, pp. 616-635.
- Beierlein, James G., Gregory A. Baker, and S. Andrew Starbird. 1998. "Food and Agribusiness Management Research: Advancing the Theory and Practice." International Food & Agribusiness Management Review. Vol. 1, No. 1, pp. 1-4.
- Starbird, S. Andrew. 1997. "Acceptance Sampling, Imperfect Production, and the Optimality of Zero Defects." Naval Research Logistics. Vol. 44, No. 6, pp. 515-530.
- Starbird, S. Andrew and Narendra Agrawal. 1996. "Competitive Food Manufacturing: Evidence from the 1994 Competitive Manufacturing Survey." Agribusiness: An International Journal. Vol. 12, No.6, pp. 525-539.
- Baker, Gregory A., S. Andrew Starbird, and Kenneth Harling. 1994. "Critical Success Factors for Managing Quality in Food Processing Firms." Agribusiness: An International Journal. Vol. 10, No.6, pp.471-480.
- Starbird, S. Andrew. 1994. "The Effect of Quality Assurance Policies for Processing Tomatoes on the Demand for Pesticides." Journal of Agricultural and Resource Economics. Vol. 19, No. 1, pp. 78-88.
- Starbird, S. Andrew. 1994. "The Effect of Acceptance Sampling and Risk Aversion on the Quality Delivered by Suppliers." Journal of the Operational Research Society. Vol. 45, No. 3, pp. 309-320.
- Baker, Gregory A. and S. Andrew Starbird. 1992. "Managing Quality in California Food Processing Firms." Agribusiness: An International Journal. Vol. 8, No. 2, pp. 155-164.
- Starbird, S. Andrew. 1991. "Accounting for Quality in Food Manufacturing Firms." Agribusiness: An International Journal. Vol. 7, No. 5, pp. 463-474.
- Starbird, S. Andrew. 1990. "The Identification of Significant Terms in a Flexible Metamodel Using Spectral Analysis." Transactions of the Society for Computer Simulation. Vol. 7, No. 4, pp. 321-338.
- Starbird, S. Andrew. 1990. "A Metamodel Specification for a Tomato Processing Plant." Journal of the Operational Research Society. Vol. 41, No. 3, pp. 229-240. 1990.

- Amador, Rodolfo E. and S. Andrew Starbird. 1989. "The Evaluation of International Agribusiness Investment Locations Using Multidimensional Scaling." Agribusiness: An International Journal. Vol. 5, No.2, pp. 139-151.
- Starbird, S. Andrew. 1988. "Optimal Loading Sequences for Fresh Apple Storage Facilities." Journal of the Operational Research Society. Vol. 39, No. 10, pp. 911-917.
- Starbird, S. Andrew and Robert A. Milligan. 1988. "The Simulation of Inventory Control in a Fresh Apple Packing Plant." Agricultural Systems. Vol. 28, No. 1, pp. 1-11.
- Starbird, S. Andrew and Manoochehr Ghiassi. 1986. "Simulation Modeling of a Tomato Processing Plant." Transactions of the American Society of Agricultural Engineers. Vol. 29, No. 1, pp. 324-330.

#### Articles in Refereed Conference Proceedings

- Starbird, S. Andrew. 1998. "Coordinated Replenishment and the Quality Delivered by a Supplier." Proceedings of the 1998 Manufacturing & Service Operations Management Conference. University of Washington, June 29-30, pp. 55-60.
- Starbird, S. Andrew and Manoochehr Ghiassi. 1984. "Production Scheduling in a Multi-Product Tomato Processing Plant." Proceedings of the 1984 Summer Computer Simulation Conference. Boston, Massachusetts. pp. 994-999.

#### Articles in Editor-refereed Journals

- Starbird, S. Andrew. "Can We Feed the World? Justice in Food and Agribusiness." Explore. Vol. 3, No. 2, Winter 2000.

#### Book chapters

- Amanor-Boadu, Vincent and S. Andrew Starbird. 2005. "Minimizing the Value of Anonymity in Supply Chains" in Hide or Confide?: The Dilemma of Transparency edited by G.J. Hofstede, H. Schepers, L. Spaans-Dijkstra, J. Tienekens, and A. Beulens. Doetinchem, The Netherlands: Reed Business Information.

Amanor-Boadu, Vincent and S. Andrew Starbird. 2004. "The Value of Anonymity in Supply Chain Relationships" in Dynamics in Chains and Networks edited by H.J. Bremmers, S.W.F. Omta, J.H. Trienekens, and E.F.M Wubben. Wageningen, The Netherlands: Wageningen Academic Publishers.

Starbird, S. Andrew and James A. Niles. 1989. "Dole Processed Products." in Cases in Agribusiness Management edited by J.G. Beierlein, M.W. Woolverton, D.E. Hahn, and J.A. Niles. Englewood Cliffs, N.J.: Prentice-Hall.

#### Research monographs

Starbird, S. Andrew and Narendra Agrawal. 1994. The Foundations of Competitive Manufacturing: The Food Industry 1994. Food & Agribusiness Institute, Santa Clara University.

Agrawal, Narendra, and S. Andrew Starbird. 1994. The Foundations of Competitive Manufacturing: The Electronics and Semi-conductor Industry 1994. The Competitive Manufacturing Institute, Santa Clara University.

#### Periodicals

Starbird, S. Andrew. "It Won't Be Too Long Before Someone Puts a Big Sting on Internet." San Jose and Silicon Valley Business Journal, San Jose, California, page 63, August 4, 2000.

Starbird, S. Andrew. "Send Hustlers To Feed Russians." Journal of Commerce, Washington, D.C., page 8A, September 18, 1991.

#### Other Papers

Starbird, S. Andrew. 2007. "The Incentive Effect of Food Safety Testing and Certification." Proceedings of the International Symposium on Certification and Traceability for Food Safety and Quality, Ministry of Agriculture, People's Republic of China.

Starbird, S. Andrew and Robert A. Milligan. 1987. "The Numerical Analysis of Monopolistically Competitive Markets: The Case of New York Fresh Apples." Agricultural Economics Staff Paper 87-17, Department of Agricultural Economics, Cornell University.

Starbird, S. Andrew, R.A. Millian, G.B. White, and L.W. Schruben. 1987. "Inventory Control in a Fresh Apple Packing Plant." Agricultural

b) **Artistic Performances and the Like.**

None.

c) **Work in Progress.**

Starbird, S. Andrew, and Naren Agrawal. "Up-Grading: The Producer's Response to Quality-Differentiated Markets." Manuscript under review.

Starbird, S. Andrew and Vincent Amanor-Boadu. "The Role of Uncertainty on the Incentive to Provide Safe Food." Manuscript in preparation.

Starbird, S. Andrew, Marian Garcia, and Andrew Fearn. "Co-regulation and Food Safety." Analysis underway.

Shin, Dongsoo and S. Andrew Starbird. "Monitoring an Information Gathering Agent." Research underway.

"Forecasting the Premium for Fair Trade Coffee" with Francesca LeBaron, Manoochehr Ghiassi. Data collection underway.

d) **Presentations.**

(Only presentations not published in proceedings or edited volumes are listed here)

Starbird, S. Andrew, Cindy McCown, Michael Enos, I. Francesca LeBaron. 2008. "The Hunger Index: San Mateo County 2008." Hunger Issues Forum, Genentech Corporation, South San Francisco, California.

Starbird, S. Andrew, Cindy McCown, Michael Enos, I. Francesca LeBaron. 2008. "The Hunger Index 2007." Hunger Issues Forum, Santa Clara University, Santa Clara, California

Starbird, S. Andrew, Vincent Amanor-Boadu, and Tanya Roberts. 2008. "Traceability, Moral Hazard, and Food Safety." Invited Paper, 12<sup>th</sup> EAEE Congress, European Association of Agricultural Economists, Ghent, Belgium.

- Starbird, S. Andrew, and Vincent Amanor-Boadu. 2008. "Moral Hazard, Traceability and Food Safety." WERA-72, Agribusiness Research Emphasizing Profitability and Competitiveness, Santa Clara University, Santa Clara, California.
- Starbird, S. Andrew and Narendra Agrawal. 2007. "Up-Grading: The Producer's Response to Quality Differentiated Markets." Invited seminar, Department of Agricultural Economics, Texas A&M University, College Station, Texas.
- Shin, Dongsoo and S. Andrew Starbird. 2007. "Risk Taking as a Device for Self Discipline in Principal-Agent Relationships." Southern Economic Association Meeting.
- Starbird, S. Andrew. 2007. "The Incentive Effect of Food Safety Testing and Certification." International Symposium on Certification and Traceability for Food Safety and Quality. Chinese Academy of Agricultural Sciences, Beijing, People's Republic of China.
- Starbird, S. Andrew and Tanya Roberts. 2007. "FSIS Testing and the Incidence of Food Safety Failures." Organized Symposium, American Agricultural Economics Association, Portland, Oregon.
- Starbird, S. Andrew and Tanya Roberts. 2007. "The Economic Incentives for Safe Food based on FSIS Testing." Organized Symposium, American Agricultural Economics Association, Portland, Oregon.
- Starbird, S. Andrew and Vincent Amanor-Boadu. 2006. "Do Inspection and Traceability Provide Incentives for Food Safety." Organized Symposium of Food Safety and Nutrition, American Agricultural Economics Association, Long Beach, California.
- Starbird, S. Andrew and Tanya Roberts. 2005. "Economic Incentives, Pathogen Testing, and Food Safety Objectives." International Association of Food Protection, Baltimore.
- Starbird, S. Andrew and Vincent Amanor-Boadu. 2004. "Traceability, Inspection Policy, and Food Safety." American Agricultural Economics Association, Denver.
- Starbird, S. Andrew and Gregory A. Baker. 2004. "Determinants of Consumer Perceptions of Food Safety Risks." International Food & Agribusiness Management Association, Montreux, Switzerland.
- Amanor-Boadu, Vincent and S. Andrew Starbird. 2003. "Food Safety Policies and Organizational Strategy: Why Some Firms Choose Anonymity over

Recognition.” Academy of Management Annual Meeting, Seattle, Washington.

Starbird, S. Andrew. 2002. “Moral Hazard, Inspection Policy, and Food Safety.” USDA Economists’ Club, Washington, D.C.

Starbird, S. Andrew and Conrad Lyford. 2000. “Optimal Grade Definitions for Multiple Quality Characteristics.” American Agricultural Economics Association, Tampa, Florida.

Starbird, S. Andrew. 2000. “The World Food Situation and Prospects for the Future.” South Bay Returned Peace Corps Volunteers, Santa Clara, California.

Starbird, S. Andrew. 1999. “The California Food Industry in the 21st Century.” World Agribusiness Conference, Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), Monterrey, Mexico.

Starbird, S. Andrew. 1999. “Designing Contracts and Regulations to Ensure Food Safety.” Western Research Coordinating Committee-72: Agribusiness Research Emphasizing Competitiveness and Profitability, Las Vegas.

Starbird, S. Andrew. 1999. “Trust in the Context of Supply Chain Management.” IAMA World Food & Agribusiness Congress, Florence, Italy.

Starbird, S. Andrew. 1999. “Management Education for the California Food Industry.” Agricultural Leadership Program, Food & Agribusiness Institute, Santa Clara University.

Starbird, S. Andrew. 1998. “Seed Blending Strategies: A Quality Costs Approach.” Agribusiness Research Forum, Texas A&M University, College Station, Texas.

Starbird, S. Andrew. 1997. “Quality Costs, Supply Chain Management, and Customer Value.” Invited paper. Symposium on Quality and Environmental Management, International Association of Agricultural Economists, Sacramento, California.

Starbird, S. Andrew. 1996. “Quality Control and Supplier Behavior.” Invited paper, Forum on Agribusiness Strategy and Organization, University of Illinois, Urbana-Champaign.

Starbird, S. Andrew and Narendra Agrawal. 1995. “Competitive Food Manufacturing: Evidence from the 1993-94 Competitive Manufacturing Survey.” Western Regional Coordinating Committee-72: Agribusiness

Research Emphasizing Competitiveness, Las Vegas. Also presented at the IX Annual Agribusiness Conference, Santa Clara, California.

Agrawal, Narendra and S. Andrew Starbird. 1995. "Foundations of Competitive Manufacturing in the Electronics and Semi-Conductor Industry." Invited presentation at the ORSA/TIMS Conference, Los Angeles, April 1995. Also presented at the TIMS International Conference in Singapore (June 1995) and at the Indian Institute of Management in Ahmedabad, India (July 1995).

Starbird, S. Andrew and Narendra Agrawal. 1994. "The Relationship between Manufacturing Policies and Performance in Food Manufacturing Firms." Western Regional Coordinating Committee-72: Agribusiness Research Emphasizing Competitiveness, Montreal, Quebec.

Baker, Gregory A. and S. Andrew Starbird. 1991. "Food Quality Management in California Food Processing Firms." Western Regional Coordinating Committee-72: Agribusiness Research Emphasizing Competitiveness, Las Vegas, Nevada.

Starbird, S. Andrew and Paul M. Thompson. 1990. "The Simultaneous Optimization of Product Quality and Production Quantity." American Agricultural Economics Association, Vancouver, British Columbia.

Starbird, S. Andrew and Robert A. Milligan. 1987. "The Numerical Analysis of Monopolistically Competitive Markets: The Case of New York Fresh Apples." American Agricultural Economics Association, Michigan State University, East Lansing, Michigan.

#### **4. SERVICE TO THE UNIVERSITY, THE PROFESSION, AND THE COMMUNITY.**

##### **a) Service to the University**

###### University Service

University Council on Inclusive Excellence (2007-2009)

Core Curriculum Committee on Diversity (2007-2009)

Leavey School of Business Dean Search Committee, Chair (2008-2009)

University Core Curriculum Committee (2005-2006).

Peoplesoft Advisor Review Committee (2003)

Course Management Software Selection Committee (2000-2001)

LSB Dean Search Committee (1995 to 1997). Chair (1995-1996)

New Faculty Orientation panelist (1998)  
Social Justice in Jesuit Education Conference (1997)  
University Delegation to El Salvador (1994)  
Faculty Forum Committee (1990 to 1992)

#### College Service

EMBA Curriculum Review Task Force (2007 to 2008)  
Faculty Director, Undergraduate Business Programs. (2007 to 2009)  
Faculty Advisor, Delta Sigma Pi, (2007 to 2009).  
Undergraduate Leadership Team (2003 to 2009). Chair (2003-2006).  
Ad Hoc FAI Rank & Tenure Committee (2003). Chair.  
Grievance Committee. (2001-2004)  
Faculty Performance Evaluation Committee (1997-1998).  
Faculty Development Task Force (1994 to 1997)  
MBA Policy Committee (1988 to 1994, 1996). Chair (1996).  
Rank and Tenure Committee (1995 to 1998)  
Advisory Board, Competitive Manufacturing Institute (1991 to 1997)  
New Building Committee (1991 to 1993)

#### Departmental Service

Coach, Graduate Student Case Competition, IAMA, Budapest (2009)  
Statistics Course Coordinator (2003 to 2009)  
Recruiting Activity Coordinator, Institute of Agribusiness (1987-1996)  
Search Committee for Assistant Professor, Institute of Agribusiness (1988)

#### **b) Service to the Profession**

Organizing Committee (2007). AAEA Organized Symposium: Economic Incentives for Food Safety. AAEA Annual Meeting, Portland, Oregon.  
  
Organizing Committee (2006) AAEA Preconference: New Food Safety Innovations. AAEA Annual Meeting, Long Beach, California.

Steering Committee (2003 to 2004). Pew Initiative on Food & Biotechnology Conference (Market Challenges: Model of Tolerance).

Organizing Committee (2003). AAEA Organized Symposium: Strategic Resonse to Uncertainty Arising from Product Attributes: Traceability vs. Anonymity. AAEA Annual Meeting, Montreal, Canada.

Editor (with Gregory Baker) (1999 to 2002). *International Food & Agribusiness Management Review*.

Associate editor (1995 to 1998). *Agribusiness: An International Journal*.

Editorial Advisory Board (1995 to 1999). *Australasian Agribusiness Review*.

Industry Committee, American Agricultural Economics Association (1999 to 2000)

Academic Promotion Reviews. University of Kentucky (2002). Texas Tech University (2006). Kansas State University (2009)

#### Reviewer

- American Journal of Agricultural Economics
- Choices
- International Food & Agribusiness Management Review.
- IIE Transactions
- Journal of Agricultural & Applied Economics
- Journal of Agricultural & Resource Economics
- Journal of Agricultural & Food Industrial Organization
- Journal of the Operational Research Society
- Risk Analysis: An International Journal

#### Memberships

- American Agricultural Economics Association
- American Statistical Association
- International Food & Agribusiness Management Association
- Western Agricultural Economics Association
- Alpha Zeta
- Beta Gamma Sigma

#### **c) Service to the Community**

2007 to 2009. Member, Programs and Services Committee, Second Harvest Food Bank of Santa Clara and San Mateo Counties.

2003 to 2008. Judge, Technology Benefiting Humanity Awards (Economic Development), Tech Museum of Innovation, San Jose, California.

2003. Commissioner, Small Business Development Commission, City of San Jose.

1991-1997, 2000- 2007. Board of Directors, Second Harvest Food Bank of Santa Clara and San Mateo Counties. (Chair, Nominating Committee; Chair, Programs & Services Committee.)

1997-1998. GATE Advisory Committee, San Jose Unified School District.