

GREGORY A. BAKER

Contact Information

Professor, Department of Management
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Education

Institutions of Higher Education:

- Ph.D., Purdue University, Agricultural Economics, 1982
- M.S., Purdue University, Agricultural Economics, 1980
- B.S., Purdue University, Food Business Management 1978

Titles of Theses and Dissertations:

- “The Goals and Performance of Grain Elevator Managers,” Ph.D. Thesis advisor: Emerson M. Babb
- “Farmers Perceptions of Cooperative Performance in Three Indiana Counties,” M.S. Thesis advisor: Mahlon H. Lang

Academic Experience

Year	Position
2000-present	Director, Food and Agribusiness Institute, Leavey School of Business, Santa Clara University
2004-present	Professor, Department of Management, Leavey School of Business, Santa Clara University
2001-2004	Associate Professor, Departments of Economics and Management, Leavey School of Business, Santa Clara University
1994-2001	Associate Professor of Food and Agribusiness, Leavey School of Business, Santa Clara University
1988-1994	Assistant Professor, Institute of Agribusiness, Leavey School of Business, Santa Clara University
1987	Site Coordinator, Small Ruminant Collaborative Research Support Program, Sobral, Ceará, Brazil
1985-1987	Livestock Economist, Small Ruminant Collaborative Research Support Program, Sobral, Ceará, Brazil
1982-1988	Assistant Professor, Department of Agricultural Economics and Agricultural Business, New Mexico State University
1980	Teaching Assistant, Department of Agricultural Economics, Purdue University

Awards

Year	Award
2009	Fellow, International Food and Agribusiness Management Association
2009	Dean's Extra-Ordinary Performance Award: Teaching, Scholarship, and Service, Leavey School of Business, SCU

Year	Award
2008	Dean's Extra-Ordinary Performance Award: Teaching, Scholarship, and Service, Leavey School of Business, SCU
2007	Dean's Extra-Ordinary Performance Award: Teaching, Scholarship, and Service, Leavey School of Business, SCU
2006	Dean's Extra-Ordinary Performance Award: Teaching, Scholarship, and Service, Leavey School of Business, SCU
2005	Dean's Extra-Ordinary Performance Award: Teaching, Scholarship, and Service, Leavey School of Business, SCU
2004	President's Faculty Recognition Award, Santa Clara University
2004	Dean's Outstanding Achievement award: Service, Leavey School of Business, SCU
2003	Dean's Outstanding Achievement award: Service, Leavey School of Business, SCU
2002	Dean's Extra-Ordinary Performance Award: Teaching, Scholarship, and Service, Leavey School of Business, SCU
2001	Leavey School of Business, SCU, 2001. Breetwor Fellowship (for faculty who have distinguished themselves as teaching scholars; included \$10,000 in professional development support)
2001	Dean's Extra-Ordinary Performance Award: Teaching, Scholarship, and Service, Leavey School of Business, SCU
2000	Dean's Extra-Ordinary Performance Award: Teaching, Scholarship, and Service, Leavey School of Business, SCU
1999	Dean's Extra-Ordinary Performance Award: Teaching, Scholarship, and Service, Leavey School of Business, SCU
1998	Dean's Outstanding Achievement award: Service, Leavey School of Business, SCU
1997	Dean's Outstanding Achievement award: Service, Leavey School of Business, SCU
1988	The Patricia Christmore Teaching Award, New Mexico State University
1980	Graduate Research Award, Cooperative League of the USA

Grants

Year	Funding Source	Title	Amount
2009	Leavey School of Business, SCU	A Granger Causality Study of Obesity and Junk Food Consumption: Implications for Future Research	\$10,000
2008	Leavey School of Business, SCU	Fostering Collaboration between Industry and Universities: The View from the Corner Office	\$7,000
2007	Leavey School of Business, SCU	Analysis and Recommendations for Reforming the Fresh Produce Food Safety System in California	\$7,000
2006	Leavey School of Business, SCU	Policy Options to Address the Problem of Childhood Obesity	\$7,000
2005	Leavey School of Business, SCU	The Causes, Consequences, and Potential Solutions to Childhood Obesity	\$4,000
2004	Leavey School of Business, SCU	The Definition and Perception of Food Safety Risk (with S. Andrew Starbird)	\$6,000
2003	Presidential Research Grant, SCU	The Determinants of Consumer Perceptions of Food Safety Risk (with S. Andrew Starbird)	\$4,980
2003	Leavey School of Business, SCU	Consumer Perceptions of Low Probability Food Safety Risks	\$3,500
2002	Leavey School of Business, SCU	Consumer Demand for Food Safety	\$6,500
2001	Leavey School of Business, SCU	Branding Versus Certification of Genetically Modified Foods	\$5,000
2000	Leavey School of Business, SCU	Consumer Acceptance of Genetically Modified Foods	\$8,250
1999	Leavey School of Business, SCU	Strategic Planning and Financial Performance	\$8,250

Year	Funding Source	Title	Amount
1998	Presidential Research Grant, SCU	Strategic Planning and Financial Performance (with Joel Leidecker)	\$4,107
1998	Leavey School of Business, SCU	Strategic Planning Indicators (with Joel Leidecker)	\$10,000
1996	Leavey School of Business, SCU	Ethics and Corporate Strategy	\$10,000
1993	Presidential Research Grant, SCU	Consumer Acceptance of Reduced Pesticide Certification Policies	\$5,000
1993	Leavey School of Business, SCU	Conjoint Measurement of Food Safety Attributes	\$7,500
1990	Presidential Research Grant, SCU	Food Quality Management	\$2,050
1989	Presidential Research Grant, SCU	Developing Management Information Systems for Agribusinesses	\$3,000
1987	New Mexico Dept. of Agriculture	The Feasibility of a Wine Industry in New Mexico (with William D. Gorman)	\$15,000
1987	New Mexico Dept. of Agriculture	The Feasibility of a Strawberry Industry in New Mexico (with William D. Gorman)	\$14,000
1985	US Agency for International Development	Technology Trials in Northeastern Brazil	\$9,800
1984	Zanci and Son, Ltd.	The Feasibility of a Vineyard and Winery in the Engle Valley, New Mexico	\$5,000
1984	New Mexico Vine and Wine Society	Establishing "Viticultural Area" Designations in New Mexico	\$2,000
1983	College of Agriculture and Home Economics, NMSU	Developing an Agribusiness Management Simulation	\$1,000

Journal Articles

1. Collins, Robert and **Gregory A. Baker**. 2009. "Of Junk Food and Junk Science." *International Food and Agribusiness Management Review*. Volume 12, No. 3.
2. **Baker, Gregory A.** and Kirk O. Hansen, K. O. 2009. "Greene Gardens." *International Food and Agribusiness Management Review*. Volume 12, No. 1.
3. **Baker, Gregory A.**, Allen F. Wysocki and Lisa O. House. 2008. "Fostering Collaboration between Industry and Universities: The View from the Corner Office." *International Food and Agribusiness Management Review*. Volume 11, No. 3.
4. Braga, Francesco and **Gregory A. Baker**. 2008. "Parma Agrifood Research Management Knowledge Network: PARMa KN." *International Food and Agribusiness Management Review*. Volume 11, No. 2.
5. **Baker, Gregory A.**, Allen F. Wysocki, Lisa O. House, and Juan C. Batista. 2008. "Industry-Academic Partnerships – Benefit or Burden?" *International Food and Agribusiness Management Review*. Volume 11, No. 1.
6. **Baker, Gregory A.** and Francesco Braga. 2006. "The Amadori Group: Free-Range Chicken and the Impact of Avian Flu." *International Food and Agribusiness Management Review*. Volume 9, No. 4.
7. **Baker, Gregory**. 2006. "Banning Foie Gras in California." *International Food and Agribusiness Management Review*. Volume 9, No. 3.
8. **Baker, Gregory**. 2006. "The Battle for Biotech Foods: The United States and European Union." *Santa Clara University Journal of International Law*. Volume IV, No. 1.
9. **Baker, Gregory** and Michael Mazzocco. 2005. "Who Should Certify the Safety of Genetically Modified Foods." *International Food and Agribusiness Management Review*. Volume 8, No. 2.
10. **Baker, Gregory A.** 2004. "California Strawberry Production and Methyl Bromide." *International Food and Agribusiness Management Review*. Volume 7, No. 3.
11. Hall, Charles R., Gary F. Farichild, **Gregory A. Baker**, Timothy G. Taylor, and Kerry K. Litzenberg. 2003. "Agribusiness Capstone Courses Design: Objectives and Strategies." *International Food and Agribusiness Management Review*. Volume 6, No. 4.

12. **Baker, Gregory A.** 2003. "Food Safety and Fear: Factors Affecting Consumer Response to Food Safety Risk." *International Food and Agribusiness Management Review*. Volume 6, No. 1.
13. **Baker, Gregory A.** 2003. "Strategic Planning and Financial Performance in the Food Manufacturing Sector." *Review of Agricultural Economics*." Vol. 25, No. 2.
14. **Baker, Gregory A.,** and Thomas A. Burnham. 2001. "Consumer Response to Genetically Modified Foods: Market Segment Analysis and Implications for Producers and Policy Makers." *Journal of Agricultural and Resource Economics*. Vol. 26, No. 2.
15. **Baker, Gregory A.,** and Thomas A. Burnham. 2001. "The Market for Genetically Modified Foods: Consumer Characteristics and Policy Implications." *International Food and Agribusiness Management Review*. Volume 4, No. 4.
16. **Baker, Gregory A.,** with Joel K. Leidecker. 2001. "Does It Pay to Plan?: Strategic Planning and Financial Performance." *Agribusiness: An International Journal*. Vol. 17, No. 3.
17. **Baker, Gregory A.** 1999. "Consumer Preferences for Food Safety Attributes in Fresh Apples: Market Segments, Consumer Characteristics, and Marketing Opportunities." *Journal of Agricultural and Resource Economics*. Vol. 24, No. 1.
18. **Baker, Gregory A.** 1999. "Consumer Food Safety Preferences: Implications for the Public and Private Sectors." *International Food and Agribusiness Management Review*. Vol. 2, No. 4.
19. **Baker, Gregory A.** 1999. "The Development of a Mentor Program to Foster Student Career Management." *International Food and Agribusiness Management Review*. Vol. 2, No. 2.
20. Beierlein, James G., **Gregory A. Baker,** and S. Andrew Starbird. 1998. "Food and Agribusiness Management Research: Advancing the Theory and Practice." *International Food and Agribusiness Management Review*. Vol. 2, No.1.
21. Souza Neto, José de, **G.A. Baker** and Francisco Beni de Sousa. 1995. "Análise Socioeconômica da Exploração de Caprinos e Ovinos no Estado do Piauí." *Pesquisa Agropecuária Brasileira*. Vol. 30, No. 8.

22. **Baker, Gregory A.**, S. Andrew Starbird, and Kenneth F. Harling. 1994. "Critical Success Factors for Managing Quality in Food Processing Firms." *Agribusiness: An International Journal*. Vol. 10, No. 6.
23. **Baker, Gregory A.** and Michael W. Woolverton. 1994. "Agribusiness Graduate Education: The International Component." *Agribusiness: An International Journal*. Vol. 10, No. 5.
24. **Baker, Gregory A.** and Peter J. Crosbie. 1994. "Consumer Preferences for Food Safety Attributes: A Market Segment Approach." *Agribusiness: An International Journal*. Vol. 10, No. 4.
25. **Baker, Gregory A.** and Peter J. Crosbie. 1993. "Measuring Food Safety Preferences: Identifying Consumer Segments." *Journal of Agricultural and Resource Economics*. Vol. 18, No. 2.
26. **Baker, Gregory A.** 1993. "Success Factors Affecting Computer-Based Information System Performance in Agribusinesses." *Agribusiness: An International Journal*. Vol. 9, No. 4.
27. **Baker, Gregory A.** 1992. "Computer Adoption and Use by New Mexico Nonfarm Agribusinesses." *American Journal of Agricultural Economics*. Vol. 74, No 3.
28. **Baker, Gregory A.** and S. Andrew Starbird. 1992. "Managing Quality in California Food Processing Firms." *Agribusiness: An International Journal*. Vol. 8, No. 2.
29. **Baker, Gregory A.** 1990. "Characteristics of Microcomputer Usage and Microcomputer Success Factors." *Journal of the American Society of Farm Managers and Rural Appraisers*. Vol. 55, No. 1.
30. **Baker, Gregory A.** 1990. "Characteristics of Computer Usage and Determinants of Microcomputer Success." *Agribusiness: An International Journal*, Vol. 6, No. 2.
31. **Baker, Gregory A.**, José de Souza Neto. 1989. "Assessment of the Potential of Dual-Purpose Goats in Northeast Brazil," *Small Ruminant Research*, Vol. 2.
32. Gutierrez, Nestor. José de Souza Neto, **Gregory A. Baker**, and A. John De Boer. 1989. "Exploração de Pequenos Ruminantes no Estado do Ceará," *Pesquisa Agropecuária Brasileira*, Vol. 24, No. 5.

33. Souza Neto, José de and **Gregory A. Baker**. 1989. "Avaliação de Tecnologias de Baixo Custo: Exemplo de Pesquisa Participativa - Pesquisador/Produtor." *Revista Econômica do Nordeste*, Vol. 20, No. 3.
34. **Baker, G. A.** and J. de Souza Neto. 1988. "The Rapid Market Assessment (RMA) of New Products." *Agribusiness: An International Journal*, Vol. 4, No. 5.
35. **Baker, Gregory A.**, Jsoé de Souza Neto and Hendrick C. Knipscheer. 1988. "The Willingness to Pay Method of Evaluating On-farm Animal Research in Brazil." *Agricultural Systems*, Vol. 28, No. 2.
36. **Baker, Gregory A.**, Hendrick C. Knipscheer, and José de Souza Neto. 1988. "The Impact of Regular Research Field Hearings (RRFH) in On-Farm Trials in Northeast Brazil," *Experimental Agriculture*, Vol. 24.
37. **Baker, Gregory A.** and José de Souza Neto. 1987. Descrição, Restrições e Recomendções para o Projeto de Reforma Agrária na Fazenda Saco do Belém." *Revista Econômica do Nordeste* (Northeastern Economic Journal), Vol. 18., No. 3.
38. Souza Neto, José de, **Gregory A. Baker**, and Roberto C. M. Mesquita. 1987. "Características Gerais da Produção de Caprinos Leiteiros no Nordeste do Brasil." *Revista da Sociedade Brasileira de Zootécnia*, (Journal of the Brazilian Society of Animal Science). Vol. 16, No. 5.
39. **Baker, Gregory A.** and Hiroshi Mori. 1985. "Strawmen in Trade Protectionism: The Case of Citrus Import Quotas." *Western Journal of Agricultural Economics*, Vol. 10, No. 2.
40. **Baker, Gregory A.** and Bobby J. Creel. 1985. "A Computerized Interactive Gradebook." *NACTA Journal*, Vol. 29, No.2.
41. Mori, Hirohsi, **Gregory A. Baker** and Peter Burr. February 1985. "Possible Economic Impacts of Orange Trade Liberalization on the Japanese Citrus Industry." *Senshu Economic Journal*.
42. **Baker, Gregory A.** and Emerson M. Babb. 1984. "Managerial Goals and Performance: A Laboratory Experiment." *North Central Journal of Agricultural Economics*, Vol. 6, No. 1.

Books

1. **Baker, Gregory A.**, Orlen Grunewald, and William D. Gorman. 2002. "*Introduction to Food and Agribusiness Management.*" New York: Prentice Hall.
2. **Baker, Gregory A.**, Orlen Grunewald, and William D. Gorman. 2002. "*Instructor's Manual to Introduction to Food and Agribusiness Management.*" New York: Prentice Hall.

Chapters in Books

1. **Baker, Gregory A.** and M. C. Neumaier. 1989. "Effective Communication with the Small Producer." In: *Improving Meat Goat Production in the Semiarid Tropics*, edited by W.L. Johnson and E.R. Oliveira.
2. Neto, José de Souza and **Gregory A. Baker.** 1989. "A Socioeconomic Description of Goatherders." In: *Improving Meat Goat Production in the Semiarid Tropics*, edited by W.L. Johnson and E.R. Oliveira.
3. Knipscheer, Hendrick C., **Gregory A. Baker**, and José de Souza Neto. 1989. "Measuring the Economic Feasibility of New Small Ruminant Technologies in Brazil." In: *Improving Meat Goat Production in the Semiarid Tropics*, edited by W.L. Johnson and E.R. Oliveira.

Proceedings

1. Collins, Robert and **Gregory A. Baker.** 2009. "Of Junk Food and Junk Science." Annual Meeting of the *International Food and Agribusiness Management Review*.
2. **Baker, Gregory A.**, Allen F. Wysocki, Lisa O. House, and Juan C. Batista. 2007. "Industry-Academic Partnerships – Benefit or Burden?" Annual Meeting of the *International Food and Agribusiness Management Association*.
3. Maysenhalder, Ron, Ellen Farmer, and **Gregory A. Baker.** 2007. "Reforming the Produce Food Safety System: An Analysis of the 2006 E. Coli Spinach Outbreak in California," *Annual Meeting of the International Food and Agribusiness Management Association*.

4. **Baker, Gregory A.** 2000. "Designing an Agribusiness Capstone Course in a non-land Grant, Business School Environment." *Proceedings of the 2000 Western Economic Association International Annual Meeting*.
5. **Baker, Gregory A.** 1989. "Characteristics of Microcomputer Usage and Determinants of Microcomputer Success in Agribusinesses." *Proceedings of the 1989 Annual Meeting of the Western Agricultural Economics Association*.
6. Souza Neto, José de and **Gregory A. Baker.** 1987. "Production Levels, Production Systems and Production Potential and Strategies." *Proceedings of the IV International Conference on Goats*, EMBRAPA.
7. Knipscheer, Hendrick C., Richard D. Hart, and **Gregory A. Baker.** 1987. "Socio-economic Aspects of Small Ruminant Productivity." *Proceedings of the IV International Conference on Goats*, EMBRAPA.
8. **Baker, Gregory A.** and José de Souza Neto. 1986. "Characteristics, Constraints and Technology Recommendations for the Smallholders at Saco do Belém." *Proceedings of the First Workshop of the Small Ruminant Collaborative Research Support Program*, EMBRAPA/SR-CRSP.
9. Souza Neto, José de and **Gregory A. Baker.** 1986. "Sistemas de Manejo e Produção Pecuária em Uso no Nordeste do Brasil: O Caso de Caprinos Leiteiros." *Proceedings of the First Workshop of the Small Ruminant Collaborative Research Support Program*, EMBRAPA/SR-CRSP.
10. **Baker, Gregory A.**, William D. Gorman, and Doris Brown. May 1985. "Update on Viticultural Areas in New Mexico." *Proceedings of the 4th Annual New Mexico Grape Growers and Wine Makers Conference*, New Mexico Cooperative Extension Service with the New Mexico Wine and Vine Society.
11. **Baker, Gregory A.**, William D. Gorman, and Esteban Herrera. May 1985. "1984 Grape Grower Survey Results." *Proceedings of the 4th Annual New Mexico Grape Growers and Wine Makers Conference*, New Mexico Cooperative Extension Service with the New Mexico Wine and Vine Society.
12. **Baker, Gregory A.** and Bobby J. Creel. 1985. "Computerized Exam Administering System and Student Gradebook." *Proceedings of the 1st Regional Conference on University Teaching*, New Mexico State University.

13. **Baker, Gregory A.** May 1984. "Status of Appellations of Origin in New Mexico." *Proceedings of the 3rd Annual New Mexico Grape Growers and Wine Makers Conference*, Cooperative Extension Service and the New Mexico Vine and Wine Society.
14. **Baker, G. A.**, William D. Gorman, Esteban Herrera, Robert E. Grassberger, and Doris K. Brown. May 1984. "1983 Grape Grower Results." *Proceedings of the 3rd Annual New Mexico Grape Growers and Wine Makers Conference*, Cooperative Extension Service and the New Mexico Vine and Wine Society.
15. **Baker Gregory A.** May 1983. "Wine Industry Trends." *Proceedings of the 2nd Annual New Mexico Grape Growers and Wine Makers Conference*, Cooperative Extension Service and the New Mexico Vine and Wine Society.
16. Grassberger, Robert E., Esteban Herrera, and **Gregory A. Baker.** May 1983. "1982 New Mexico Grape Grower Survey Results." *Proceedings of the 2nd Annual New Mexico Grape Growers and Wine Makers Conference*, Cooperative Extension Service and the New Mexico Vine and Wine Society.

Abstracts

1. **Baker, Gregory A.** and Michael A. Mazzocco. 2002. "Consumer Response to GMO Foods: Branding, Certification and Consumer Characteristics." *Journal of Agricultural and Resource Economics*.
2. **Baker, Gregory A.** 2000. "Designing an Agribusiness Capstone Course in a Non-land Grant, Business School Environment." *Journal of Agricultural and Resource Economics*, Vol. 25, No. 2.
3. **Baker, Gregory A.** 1990. "Computer Adoption and Characteristics of Computer Usage on Farms." *American Journal of Agricultural Economics*, Vol. 72, No. 5.
4. **Baker, Gregory A.** 1989. "The Determinants of Successful Computer Usage in Agribusiness." *American Journal of Agricultural Economics*, Vol. 71, No. 5.
5. **Baker, Gregory A.** and José de Souza Neto. 1987. "On-farm Technology Trials on Small Goat Farms in Northeast Brazil." *Proceedings of the IV International Conference on Goats*, EMBRAPA.

6. Souza Neto, José de and **Gregory A. Baker**. 1987. "Dairy Goat Production in Northeast Brazil: Production Characteristics and Research Needs." *Proceedings of the IV International Conference on Goats*, EMBRAPA.
7. Souza Neto, José de and **Gregory A. Baker**. 1986. "Características Gerais da Produção de Caprinos Leiteiros no Nordeste do Brasil." *Anais da Reunião Anual da Sociedade Brasileira de Zootécnia* (Proceedings of the Brazilian Society of Animal Science), 23.

Trade Press

1. **Baker, Gregory A.** and Emerson M. Babb. June 1983. "Does Choice, Use of Goals, Influence Performance of Agricultural Business?" *Farmer Cooperatives*.

Book Reviews

1. **Baker, Gregory A.** 1990. "Farm: A Year in the Life of an American Farmer, by Richard Rhodes." *America*, Vol. 162, No. 21.

Presentations

Only papers that were not published as proceedings or abstracts are listed here.

1. **Gregory A. Baker**, Wysocki, A. F., House, L. O., and Batista, J. C. 2007, "Industry-Academic Partnerships", WERA-72 Annual Meeting, Las Vegas, Nevada.
2. **Gregory A. Baker**. "Agribusiness: History, Challenges and Future Directions", Invited Paper, WERA-72 Annual Meeting, Las Vegas, Nevada.
3. **Gregory A. Baker**. 2007. "Reforming the Produce Food Safety System: An Analysis of the 2006 E. Coli Spinach Outbreak in California," *Annual Meeting of the International Food and Agribusiness Management Association*.
4. **Baker, Gregory A.** 2007. "Agribusiness: History, Challenges and Future Directions,"

Invited Paper, *WERA-72 Annual Meeting*. Las Vegas, Nevada.

5. **Baker, Gregory A.** 2006. "Strategies for Addressing Childhood Obesity – What Do the Experts Say?" *Annual Meeting of the International Food and Agribusiness Management Association*.
6. **Baker, Gregory A.** 2006. "Banning Foie Gras in California" *Annual Meeting of the International Food and Agribusiness Management Association*.
7. **Baker, Gregory A.** 2006. "Teaching Tips from Award-Winning Teachers - Practicing the Craft of Agribusiness Education," Invited Paper, *WERA-72 Annual Meeting*. Las Vegas, Nevada.
8. **Baker, Gregory A.** 2005. "Childhood Obesity: Causes, Consequences, and Potential Solutions." *WERA-72 Annual Meeting*. Las Vegas, Nevada.
9. **Baker, Gregory A.** 2005. "Childhood Obesity: Causes, Consequences, and Potential Strategies." *Annual Meeting of the International Food & Agribusiness Management Association*.
10. **Baker, Gregory A.** and S. Andrew Starbird. 2004. "Determinants of Consumer Perceptions of Food Safety Risk." *Annual Meeting of the International Food and Agribusiness Management Association*.
11. **Baker, Gregory A.** and S. Andrew Starbird. 2004. "The Definition and Perception of Food Safety Risk." *Annual Meeting of the Western Regional Coordinating Committee – 72*.
12. **Baker, Gregory A.** 2003. "Exploring Consumer Response to Low Probability Food Safety Risks." *Annual Meeting of the American Agricultural Economics Association*.
13. **Baker, Gregory A.** 2003. "Factors Affecting Consumer Response to Low Probability Food Safety Risks." *Annual Meeting of the Western Regional Coordinating Committee – 72*.
14. **Baker, Gregory A.** and Michael A. Mazzocco. 2002. "Consumer Response to GMO Foods: Consumer Acceptance, Branding, and Certification." *Annual Meeting of the Hawaii International Conference on Business*.
15. **Baker, Gregory A.** and Michael A. Mazzocco. 2002. "Consumer Response to GMO Foods: Branding Versus Government Certification." *Annual Meeting of the Western Regional Coordinating Committee – 72*.

16. **Baker, Gregory A.** and Thomas A. Burnham. 2001. "The Market for Genetically Modified Foods: Consumer Characteristics and Policy Implications." *Annual Meeting of the International Food and Agribusiness Management Association.*
17. **Baker, Gregory A.,** 2001. "Consumer Response to Genetically Modified Foods: A Conjoint Analysis." *Annual Meeting of the Western Regional Coordinating Committee – 72.*
18. **Baker, Gregory A.** 1998. "Strategic Planning and Financial Performance." *Annual Meeting of the Agribusiness Research Forum.*
19. **Baker, Gregory A.** 1997. "Consumer Demand for Food Safety Attributes in Fresh Produce." *Annual Meeting of the International Food and Agribusiness Management Association.*
20. **Baker, Gregory A.,** 1995. "Consumer Preferences for Food Safety." *Annual Meeting of the Western Regional Coordinating Committee – 72.*
21. **Baker, Gregory A.** 1994. "The Case Method in Agribusiness Education." *Annual Meeting of the International Agribusiness Management Association.*
22. **Baker, Gregory A.** 1993. "Consumer Response to Alternative Pesticide Policies." *Annual Meeting of the International Agribusiness Management Association.*
23. **Baker, Gregory A.** 1993. "Consumer Preferences for Food Safety Attributes." *Annual Meeting of the Western Regional Coordinating Committee – 72.*
24. **Baker, Gregory A.** 1991. "MBA in Agribusiness: The International Component." *Annual Meeting of the International Agribusiness Management Association.*
25. **Baker, Gregory A.** and S. Andrew Starbird, 1991. "Food Quality Management in California Food Processing Firms." *Annual Meeting of the Western Regional Coordinating Committee – 72.*

Technical Reports

1. **Baker, Gregory A.** and José de Souza Neto. April 1987. "Características Gerais da Caprinocultura Leiteira no Estado do Rio Grande do Norte." EMBRAPA-National Goat Research Center, Research Bulletin 5.

2. Souza Neto, José de, **Gregory A. Baker**, and H. Guerra de Sousa. 1987. "Mercado Potencial do Queijo de Leite de Cabra Produzido no Nordeste." EMBRAPA-National Goat Research Center, Technical Communication 17.
3. Gorman, William D., Robert E. Grassberger, Gail A. Welsh, Robert R. Lansford, David G. Kraenzel, Thomas C. Clevenger, and **Gregory A. Baker**. December 1985. "Information on Marketing and Expected Yields, Prices, Costs, and Returns for Selected Crops, Navajo Indian Irrigation Project." Department of Agricultural Economics and Agricultural Business Staff Report 63, New Mexico State University.
4. Clevenger, Thomas S., David G. Kraenzel, Craig L. Mapel, Robert R. Lansford, **Gregory A. Baker**, Robert E. Grassberger, and William D. Gorman. July 1985. "The Wholesale and Processing Market in the Albuquerque/Santa Fe Area for Locally Grown, High-Value Crops." New Mexico Agricultural Experiment Station Research Report 572.
5. Clevenger, Thomas S., David G. Kraenzel, Craig L. Mapel, Robert R. Lansford, **Gregory A. Baker**, Robert E. Grassberger, and William D. Gorman. February 1985. "Jemez River Basin Pueblos High-Value Crop Farm Evaluation Task II -- Market Analysis." Report to the Five Sandoval Indian Pueblos, New Mexico State University.
6. Grassberger, Robert E., **G. A. Baker**, William D. Gorman, and Esteban Herrera. February 1985. "Establishing Wine Grape Vineyards in New Mexico." New Mexico Cooperative Extension Service Guide 400 H-22.
7. **Baker, Gregory A.** and William D. Gorman. December 1984. "The Impact of Mandatory Price Affirmation on the New Mexico Wine Industry." Department of Agricultural Economics and Agricultural Business, Staff Report 39, New Mexico State University.
8. Lansford, Robert R., Thomas S. Clevenger, **Gregory A. Baker**, David G. Kraenzel, Robert E. Grassberger, and William D. Gorman. November 1984. "Jemez River Basin Pueblos High-Value Crop Farm Evaluation Task I -- Site and Farm Type Selection." New Mexico Agricultural Experiment Station Special Report.
9. Grassberger, Robert E., **Gregory A. Baker**, William D. Gorman, and Esteban Herrera. October 1984. "Establishment Costs and Annual Operating Expenses for 20- and 200-Acre Winegrape Vineyards in New Mexico." New Mexico Agricultural Experiment Station Research Report 553.

10. **Baker, Gregory A.**, Esteban Herrera, Willam D. Gorman, and Robert E. Grassberger. October 1984. "Grape Production Statistics and Vineyard Practices in New Mexico." New Mexico Cooperative Extension Service Guide 400 H-21.
11. **Baker, Gregory A.**, William D. Gorman, and Robert E. Grassberger. July 1984. "Investment and Operating Costs for New Mexico Wineries." New Mexico Cooperative Extension Service Guide H-313.
12. Mori, Hiroshi and **Gregory A. Baker**. June 1984. "Economic Impacts of Orange Trade Liberalization on the Japanese Citrus Industry." Monthly Bulletin, Senshu University Social Science Research Institute.
13. **Baker, Gregory A.** March 1984. "Characteristics of New Mexico Grain Elevators." New Mexico Agricultural Experiment Station Research Report 524.
14. **Baker, Gregory A.** and Emerson M. Babb. October 1982. "Business Goals of Grain and Farm Supply Firm Managers." Purdue University Agricultural Experiment Station Bulletin 389.
15. **Baker, Gregory A.** and Mahlon G. Lang. April 1981. "How Managers of Agricultural Supply Firms Can Improve Customer Service." Purdue University Cooperative Extension Service Circular EC-256.
16. **Baker, Gregory A.** and Mahlon G. Lang. February 1981. "Action Grid Analysis of Three Indiana Cooperatives." Purdue University Agricultural Experiment Station Bulletin 318.

Courses Taught

Graduate

- Strategic Agribusiness Management
- Social, Political, and Legal Environment of Food and Agribusiness Firms
- Agribusiness Marketing
- Environment of the Agribusiness Firm
- Environment of the Commercial Food System: Food Policy and Institutions

- Environment of the Commercial Food System: Food Safety Consumer Issues and Crisis Management
- Advanced Agricultural Marketing

Undergraduate

- Resources, Food, and the Environment
- Capstone (Strategic Management)
- Business, Economic Development and Social Change in Ghana
- Agricultural Sales
- Principles of Economics

Non-Academic Professional Experience

- Agribusiness Leadership Plus (ALPs): Coordinated a two-day executive program for Syngenta managers on the role of innovation in agribusiness (2009)
- Food and Agribusiness Marketing Experience: Coordinated a two-day program for New Zealand agribusiness managers addressing consumer marketing and agribusiness issues, (2006 and 2009)
- Walnut Marketing Board and California Walnut Commission: Conducted two-day strategic planning workshops and assisted in the development of a strategic plan for the California walnut industry (2003, 2007, 2009)
- Food and Agribusiness Management Executive Training Program: Developed, marketed and coordinated this four-week executive program (1988-2008)
- Galaxy Foods: Conducted focus group studies to determine consumer preferences for cheese products (2004)
- TechnoServe: Developed a five-day seminar for 36 international food industry consultants from the developing world. I presented a one-day seminar on strategic management in the food industry (1998)

- Arizona State University, School of Agribusiness and Resource Management: Served as one of three external reviewers charged with evaluating the School of Agribusiness and Resource Management (1996)
- Catholic University of Uruguay (UCUDAL): Taught a one-day seminar on strategic management to representatives from industry, government and academics(1992)
- Michigan State University, Department of Agricultural Economics: Assisted the Department in assessing opportunities for graduate agribusiness management programs (1991)
- Mimbres Valley Management Corporation: Developed a long-term financial plan for this start-up vineyard and winery (1985)
- Zanci and Son. Ltd. Winery: Developed long-term financial and marketing plans for this start-up vineyard and winery (1983)

Service

Service to the Profession

- Editor (with S. Andrew Starbird): *International Food and Agribusiness Management Review* (1999 to 2002)
- Associate Editor: *International Food and Agribusiness Management Review* (1998)
- Associate Editor: *Agribusiness: An International Journal* (1996 to 1997)
- Board of Directors: International Food and Agribusiness Management Association (1999 to present)
- External Reviewer, two candidates. I served as an external reviewer for two candidates being considered for promotion (2003)
- Topic Leader: American Agricultural Economics Association, Food Safety and Nutrition Selected Papers (2003)
- Chair, Western Regional Coordinating Committee – 72: (1989 to 1990)
- Topic Leader: American Agricultural Economics Association, Domestic and International Agribusiness Selected Papers (1990)

- Committee Member, American Agricultural Economics Membership Committee (1995 to 1997)
- Committee Member: Western Agricultural Economics Association Undergraduate Teaching Awards (1990)
- Officer: Western Agricultural Economics Association Officer (1983 to 1985)

Reviewer

- American Journal of Agricultural Economics
- Journal of Agricultural and Resource Economics
- Review of Agricultural Economics
- International Food and Agribusiness Management Review
- Agribusiness: An International Journal
- Canadian Journal of Agricultural Economics
- Journal of Agricultural and Applied Economics
- Food Policy

Memberships

- International Food and Agribusiness Management Association
- American Agricultural Economics Association
- Western Agricultural Economics Association
- Food Distribution Research Society
- Western Coordinating Committee – 72, Agribusiness Competitiveness

Service to the University

- Academic Affairs Committee (2007 to present)

- Experiential Learning for Social Justice Committee (2007 to present)
- Environmental Studies Program Council (1996 to present)
- Combined Science Program Council (2007 to 2009)
- Multi-cultural Learning Associate (1999 to 2006)
- Sabbatical Review Committee (2004, 2005)
- Senior Showcase Presentation: presentation on the “Business School Senior Capstone Course” to seniors and their parents on Senior Parent Weekend (2002 to 2003)
- Santa Clara University Delegation to El Salvador (2001)
- WASC Resources for Excellence Task Force (Co-Chair with Dean Terry Shoup): the task force was one of three task forces charged with preparing the self-study for the WASC accreditation visit (1998 to 1999)
- Chair, Budget Advisory Committee (1994 to 1997)
- University Budget Council (1994 to 1997)
- Committee to Select the Director of the Information Processing Center (1994 to 1995)

Service to the Leavey School of Business

- Faculty Judicial Board (2009 to present)
- Santa Clara University Business Index Team (2001 to 2007)
- Grievance Committee (2001 to 2004).
- Faculty Appeals Board (1998 to 2001).
- Mission Task Force (1994 to 1995)
- Computer Committee (1991 to 1995)
- Oversight Committee, Executive Development Center (1990 to 1991).

Service to the Department

- Course Coordinator, Capstone Course (2006 to present)

- Program Coordinator, Agricultural Leadership Program Seminar (1991 to present)
- FAI Enrichment Program Coordinator (1988 to present)