

Senarath Dharmasena, Ph.D.

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Agribusiness, Food, and Consumer Economics Research Center (AFCERC)
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PROFESSIONAL PREPARATION

Ph.D. (Agricultural Economics), Texas A&M University, 2010
M.S. (Agricultural Economics), Texas A&M University, 2003
B.S (Agriculture), University of Peradeniya, Sri Lanka, 2000

APPOINTMENTS

Assistant Professor, Department of Agricultural Economics, Texas A&M University (January 2012- current)

Associate, Agribusiness, Food and Consumer Economics Research Center (AFCERC), Texas A&M University (January 2012 – current)

Advisor, National Agri-Marketing Association (NAMA) Texas A&M Chapter, Texas A&M University (August 2012 – current)

Postdoctoral Research Associate, Agribusiness, Food and Consumer Economics Research Center (AFCERC), Texas A&M University (June 2010-December 2011)

Graduate Research Assistant, Department of Agricultural Economics, Texas A&M University (January 2006-May 2010)

Graduate Teaching Assistant, Department of Agricultural Economics, Texas A&M University (August 2004-December 2005)

Lecturer, Department of Agricultural Economics, University of Peradeniya, Sri Lanka (2001-2004)

Assistant Lecturer, Department of Agricultural Economics, University of Peradeniya, Sri Lanka (2000-2001)

Research Assistant, Department of Animal Production and Agricultural Economics, Obihiro University of Agriculture and Veterinary Medicine, Hokkaido, Japan (1999-2000)

SELECTED PUBLICATIONS

Senarath Dharmasena and Oral Capps, Jr., “Unraveling the Demand for Dairy Alternative Functional Beverages in the United States: The Case of Soymilk” *Agricultural and Resource Economics Review* special edition on Beverage Marketing and Policy, 2013 (pending)

Senarath Dharmasena and Oral Capps Jr., “Intended and Unintended Consequences of a Proposed National Tax on Sugar-Sweetened Beverages to Combat the U.S. Obesity Problem” *Health Economics*, 2012, 21(6): 669-694; (First published online in Wiley Online Library (wileyonlinelibrary.com). DOI: 10.1002/hec.1738, 2011)

Senarath Dharmasena, Oral Capps Jr. and Annette Clauson, “Ascertaining the Impact of 2000 USDA Dietary Guidelines for Americans on the Intake of Calories, Caffeine, Calcium and Vitamin C from At-home Consumption of Non-alcoholic Beverages” *Journal of Agricultural and*

Applied Economics, 43(1): 13-27, February 2011

P.P.A.W. Athukorala, H.M. Gunatilake, **S. Dharmasena**, L.H.P. Gunaratne, J. Weerahewa, "Estimation of Household Demand for Electricity in Sri Lanka: A Cointegration Analysis" *Resources, Energy and Development*, 6(2):51-66, 2009

Victoria Salin, **Senarath Dharmasena**, Alex Wong and Ping Luo, "Food-Product Recalls in the U.S., 2000-2003", *Journal of Food Distribution Research*, 37(1), March 2006

K.A.S.D.B. Dharmasena and David A. Bessler, "Weak-Form Efficiency Vs Semi-Strong Form Efficiency in Price Discovery: An Application to International Black Tea Markets", *Sri Lankan Journal of Agricultural Economics*, 6(1), 2004

K.A.S.D.B. Dharmasena, and H.M. Gunatilake, "An Efficiency Analysis in Albizzia (*Paraserianthes falcataria*) Milling in Sri Lanka" *Sri Lanka Forester* 25:50-63, January-December 2002

PUBLISHED ABSTRACTS

Senarath Dharmasena and Oral Capps Jr., "Market Competitiveness and Strategic Positioning of New-Age Dairy Alternative Beverages in the United States" *Journal of Agricultural and Applied Economics*, 44(3), August 2012

Senarath Dharmasena, Oral Capps Jr., "Demographic and Economic Profiling of U.S. Demand for Probiotics: The Case of Drinkable Yogurt" *Journal of Agricultural and Applied Economics*, 43(3), August 2011

Senarath Dharmasena, Oral Capps Jr., "Is Chocolate Milk the New-Age Energy/Sports Drink in the United States?" *Journal of Agricultural and Applied Economics*, 43(3), August 2011

Senarath Dharmasena, Oral Capps Jr. and Annette Clauson, "Nutritional Contributions of Non-alcoholic Beverages to the U.S. Diet: 1998-2003" *Journal of Agricultural and Applied Economics*, 41(2):546, August 2009

Senarath Dharmasena, Oral Capps Jr. and David A. Bessler, "Probability Evaluation through Calibration, Resolution, Brier Score and Yates-Partition: An Application to Qualitative Choice Models, *Journal of Agricultural and Resource Economics*, 33(3):504, December, 2008

Oral Capps, Jr., Annette Clauson and **K.A.S.D.B. Dharmasena**, "Nutritional and Dietary Impacts from Beverage Choices" *Journal of Agricultural and Resource Economics*, 31(3):689, December 2006

EXTERNAL FUNDING OPPORTUNITIES

Co-Principal Investigator: Demand for Energy-Efficient Appliances in the United States: A Study of Ductless Heat Pumps, Sponsor: Northwest Energy Efficient Alliance (NEEA), Inc., \$15,300, June 2013-December 2013 (other Co-PIs: James Mjelde) (funding completely used to fund a Ph.D. student)

Co-Principal Investigator: Consequences of Limiting Starchy Vegetables in School Lunches, Alliance for Potato Research and Education (APRE), \$197,617 (share \$14,400 plus benefits), April 2012 (other Co-PIs: Oral Capps, Jr., Peter Murano, Ariun Ishdorj, Carol Spaulding)

Collaborator: Quantitative Evaluation of Fluid Milk Processors' and Dairy Processors' Generic Promotion Programs, USDA, Agricultural Marketing Service, \$149,648 (\$16,320 plus benefits) (total over five years, \$779,089 (share \$84,929 plus benefits)), July 2011-2016 (other collaborators: Oral Capps, Jr., Gary W. Williams, Victoria Salin)

Collaborator: Data Needs for Estimating the Demand for Fluid Milk Products, Southwest Dairy Farmers, \$20,000, December 2009 (other collaborator Oral Capps, Jr.,)

COURSES TAUGHT (LAST 6 YEARS)

Marketing Agricultural and Food Products (AGEC 314): Fall 2007, Spring 2008, Fall 2008, Summer 2010, Spring 2012, Fall 2012, Spring 2013, Summer 2013, Fall 2013, Spring 2014

Agribusiness and Food Market Analysis (AGEC 414): Fall 2012, Fall 2013, Spring 2014

Food and Agribusiness Strategic Marketing Planning (AGEC 415): Spring 2013, Spring 2014

Mathematics for Applied Economists (PhD-level class): Summer 2007, Summer 2013

Consumer Demand Analysis (AGEC 635), (PhD-level class) spring 2014

AREAS OF RESEARCH INTEREST

Consumer Economics, Behavioral Economics, Health and Nutrition Economics, Economics of Food Security, Food Environments and Obesity, Probability Forecast Evaluation, Market Integration and Price Discovery, Applied Demand Analysis, Spatial Economics

(Tools and data of interest: Applied Econometrics, Applied Time Series Analysis, Directed Acyclic Graphs, Co-integration, Scanner Data, Time Series Data, Survey Data, Spatial Data)