

# MARCO A. PALMA

## *Curriculum Vitae*

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### RESEARCH INTERESTS

- ✧ Experimental & Behavioral Economics, Food Economics, Human Behavior, Neuroeconomics.

### ACADEMIC APPOINTMENTS

- ✧ Professor, Agricultural Economics, Texas A&M University. September 1, 2018 – Present.
- ✧ Associate Professor, Agricultural Economics, Texas A&M University. July 1, 2017 – August 31, 2018.
- ✧ Associate Professor and Extension Economist, Agricultural Economics, Texas A&M University. September 1, 2012 – June 30, 2017.
- ✧ Assistant Professor and Extension Economist, Agricultural Economics, Texas A&M University. May 1, 2006 – August 31, 2012.

### OTHER AFFILIATIONS

- ✧ Adjunct Professor of Economics, College of Liberal Arts, Texas A&M University. September 1, 2020 – Present.
- ✧ Adjunct Professor of Public Service and Administration, The Bush School of Government & Public Service, Texas A&M University. April 16, 2021 – Present.

### EDUCATION

- ✧ Ph.D., Food and Resource Economics, University of Florida, 2005
- ✧ M.Sc., Food and Resource Economics, University of Florida, 2002
- ✧ B.Sc., Agribusiness Management, University of Florida, 2000

## PUBLICATIONS

### *Peer Reviewed Articles*

- [92] Rihn, A.L., Knuth, M.J., Peterson, B.J., Torres, A.P., Campbell, J.H., Boyer, C.R., Palma, M.A., and H. Khachatryan. 2022. “Investigating Drivers of Native Plant Production in the United States Green Industry.” *Sustainability*. (Forthcoming).
- [91] Kee, J., Segovia, M.S., Saboury, P., and M.A. Palma. 2022. “Appealing to Altruistic Motives to Reduce Food Calorie Intake: A Natural Field Experiment.” *Food Policy*. (Forthcoming).
- [90] Kassas, B., Palma, M.A., and M. Porter. 2022. “Happy to Take Some Risk: Estimating the Effect of Induced Emotions on Risk Preferences.” *Journal of Economic Psychology*. Vol. 91: 102527. <https://doi.org/10.1016/j.joep.2022.102527>
- [89] Palma, M.A., Huseynov, S., and R.M. Nayga. 2022. “Health versus Income Amid COVID-19: What Do People Value More?” *PLoS ONE*. Vol. 17(5): e0267004. <https://doi.org/10.1371/journal.pone.0267004>
- [88] Zhang, P. and M.A. Palma. 2022. “Stability of Risk Preferences During COVID-19: Evidence from Four Measurements.” *Frontiers in Psychology*. Vol. 12: 702028. <https://doi.org/10.3389/fpsyg.2021.702028>
- [87] Saboury, P., Krasteva, S., and M.A. Palma. 2022. “The Effect of Seed Money and Matching Gifts in Fundraising: A Lab Experiment.” *Journal of Economic Behavior and Organization*. Vol. 194: 425-453. <https://doi.org/10.1016/j.jebo.2021.12.019>
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- [85] Rihn, A.L., Hall, C.R., Peterson, B.J., Torres, A.P., Palma, M.A., and H. Khachatryan. 2021. “Changes in Production Practices by Green Industry Growers from 2009 to 2019.” *Journal of Environmental Horticulture*. Vol. 39(3): 123-130.
- [84] Pruitt, J.R., Melton, K.M., and M.A. Palma. 2021. “Does Physical Activity Influence Consumer Acceptance of Gene Edited Food?” *Sustainability*. Vol. 13, 7759. <https://doi.org/10.3390/su13147759>
- [83] Kee, J., Knuth, M., Lahey, J., and M. Palma. 2021. “Does Eye-Tracking Have an Effect on Economic Behavior?” *PLoS ONE*. Vol. 16(8): e0254867. <https://doi.org/10.1371/journal.pone.0254867>

- [82] Knuth, M.J., Khachatryan, H., Hall, C.R., Palma, M.A., Hodges, A.W., Torres, A.P., and R.G. Brumfield. 2021. “Trade Flows within the United States Nursery Industry in 2018.” *Journal of Environmental Horticulture*. Vol. 39(2): 77-90.
- [81] Huseynov, S., Palma, M.A., and G. Ahmad. 2021. “Does the Magnitude of Relative Calorie Distance Affect Food Consumption?” *Journal of Economic Behavior and Organization*. Vol. 188: 530-551. <https://doi.org/10.1016/j.jebo.2021.05.037>
- [80] Wu, X., Knuth, M.J., Hall, C.R., and M.A. Palma. 2021. “Increasing Profit Margins by Substituting Species in Floral Arrangements.” *HortTechnology*. Vol. 31(1): 19-26.
- [79] Huseynov, S., and M.A. Palma. 2021. “Food Decision-Making under Time Pressure.” *Food Quality and Preference*. Vol. 88: 104072. <https://doi.org/10.1016/j.foodqual.2020.104072>
- [78] Segovia, M.S., and M.A. Palma. 2021. “Testing the Consistency of Preferences in Discrete Choice Experiments: An Eye Tracking Study.” *European Review of Agricultural Economics*. Vol. 48(3): 624-664.
- [77] Kassas, B., Palma, M.A., and C.R. Hall. 2021. “Informing Generic Advertising Programs by Investigating Income and Relative Return Heterogeneities in Voluntary Contributions Mechanisms.” *Journal of Agricultural and Resource Economics*. Vol. 46(2): 171-188.
- [76] Zhang, P. and M.A. Palma. 2021. “Compulsory versus Voluntary Insurance: An Online Experiment.” *American Journal of Agricultural Economics*. Vol. 103(1): 106-125.
- [75] Zhang, Y.J., and M.A. Palma. 2021. “Revisiting Sugar Taxes and Sugary Drink Consumption: Evidence from the Random-Coefficient Demand Model.” *Journal of Agricultural and Resource Economics*. Vol. 46(1): 37-55.
- [74] Huseynov, S., Palma, M.A., and R.M. Nayga. 2020. “General Public Preferences for Allocating Scarce Medical Resources During COVID-19.” *Frontiers in Public Health*. Vol. 8: 587423.
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- [72] Busch, G., Kassas, B., Palma, M., and A. Risius. 2020. “Perceptions of antibiotic use in livestock farming in Germany, Italy and the United States.” *Livestock Science*. Vol. 241: 104251.
- [71] Ge, C., Chung, C., Boyer, T., and M.A. Palma. 2020. “Estimating producers’ preferences for turfgrass attributes: a combined approach of discrete choice experiments and eye-tracking technology.” *HortScience*. Vol. 55(10): 1589-1596.

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- [69] Segovia, M.S., Palma, M.A. and R.M. Nayga. 2020. "Can episodic future thinking affect food choices?" *Journal of Economic Behavior and Organization*. Vol. 177: 371-389.
- [68] Palma, M.A., Vedenov, D.V., and D. Bessler. 2020. "The Order of Variables, Simulation Noise and Accuracy of Mixed Logit Estimates." *Empirical Economics*. Vol. 58(5): 2049-2083.
- [67] Montoya, J.E., Arnold, M.A., Rangel, J., Stein, L.A. and M.A. Palma. 2020. "Pollinator-attracting Companion Plantings Increase Crop Yield of Cucumbers and Habanero Peppers." *HortScience*. Vol. 55(2): 164-169.
- [66] Zhang, Y.J. and M.A. Palma. 2020. "The Impact of the H-1B Cap Exemption on PhD Labor Markets." *Empirical Economics*. Vol. 59: 2125-2152.
- [65] Segovia, M.S., Palma, M.A., and R.M. Nayga. 2019. "The Effect of Food Anticipation on Cognitive Function: An Eye Tracking Study." *PLoS ONE*. 14(10): e0223506. <https://doi.org/10.1371/journal.pone.0223506>
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- [30] Hodges, A., Hall, C., Palma, M. and H. Khachatryan. 2015. "Economic Contributions of the Green Industry in the United States in 2013." *HortTechnology*. Vol. 25(6): 805-814.
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