

VARDGES HOVHANNISYAN

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University of Wyoming
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EDUCATION

Ph.D.	University of Wisconsin-Madison Agricultural and Applied Economics Dissertation: "Three Essays on Empirical Industrial Organization" Committee: Professors Kyle Stiegert, Jean-Paul Chavas, Brian Gould, Guanming Shi, and Pierre Dubois	2012
M.S.	Armenian State Agrarian University	2002
B.S.	Armenian State University of Economics (<i>Summa cum Laude</i>) International Economics	1999

RESEARCH INTERESTS

Industrial Organization, Consumer Demand Analysis, Food Marketing

PROFESSIONAL EXPERIENCE

University of Wyoming	Assistant Professor, Department of Agricultural and Applied Economics	2015-now
University of Minnesota	Research Fellow, Department of Applied Economics	2012-2015
University of Wisconsin-Madison	Research Assistant, Department of Agricultural and Applied Economics	2006-2012
Agribusiness Teaching Center (USDA, Texas A&M and ASAU), Armenia	Instructor	2002-2006

RESEARCH

Journal Publications

(* student co-author)

- Hovhannisyan, V.**, and A. Shanoyan. An Empirical Analysis of Welfare Consequences of Rising Food Prices in Urban China: The EASI Approach. *Applied Economics Perspectives and Policy*. Accepted and forthcoming.
- Bakhtavoryan, R., A. Meloyan, and **V. Hovhannisyan**. Coupons and Manufacturer Market Shares: A Brand-Level Analysis of the Ready-to-Eat Breakfast Cereal Market. *Journal of Agribusiness*. Accepted and forthcoming.

3. **Hovhannisyan, V.**, and A. Shanoyan. Addressing Pre-Commitment Bias with Generalized EASI Model: An Application to Food Demand in Russia. *Journal of Agricultural and Resource Economics*. In print.
4. **Hovhannisyan, V.**, and S. Devadoss. Effects of Urbanization on Food Demand in China. *Empirical Economics*. In print.
5. **Hovhannisyan, V.**, C. Cho, and M. Bozic. The Relationship between Price and Market Structure: Evidence from the US Food Retail Industry. *European Review of Agricultural Economics*. In print.
6. **Hovhannisyan, V.**, S. Mendis*, and C. Bastian. Demand for Food Quantity and Quality in China. *Agricultural Economics*. In print.
7. **Hovhannisyan, V.** 2018. A Structural Model of Cost Pass-Through: The Case of the US Yogurt Retailing. *Empirical Economics*. 55(2):805-830.
8. **Hovhannisyan, V.**, and M. Bozic. 2017. Price Endogeneity and Food Demand in China. *Journal of Agricultural Economics* 68(2):386-406.
9. **Hovhannisyan, V.**, and H. Khachatryan. 2017. Ornamental Plants in the US: An Econometric Analysis of a Household-Level Demand System. *Agribusiness: An International Journal*. 33(2):226-241.
10. **Hovhannisyan, V.**, and M. Bozic. 2016. The Effects of Retail Concentration on Retail Dairy Product Prices in the United States. *Journal of Dairy Science* 99(6):4928-4938.
11. **Hovhannisyan, V.**, K.W. Stiegert, and M. Bozic. 2014. On the Endogeneity of Retail Markups in an Equilibrium Analysis: A Control-Function Approach. *Journal of Agricultural and Resource Economics* 39(2):188-200.
12. **Hovhannisyan, V.**, and B.W. Gould. 2014. [Structural Change in Urban Chinese Food Preferences](#). *Agricultural Economics* 45(2):159-166.
13. **Hovhannisyan, V.**, and M. Bozic. 2014. [Retailer Motivation to Adjust Milk Prices: An Analysis using Super-elasticity of Demand](#). *Agribusiness: An International Journal* 30(2):195-206.
14. **Hovhannisyan, V.**, and M. Bozic. 2013. [A Benefit-Function Approach to Studying Market Power: An Application to the US Yogurt Market](#). *Journal of Agricultural and Resource Economics* 38(2):159-173.
15. **Hovhannisyan, V.**, and B.W. Gould. 2012. [A Structural Model of the Analysis of Retail Market Power: The Case of Fluid Milk](#). *American Journal of Agricultural Economics* 94(1):67-79.
16. **Hovhannisyan, V.**, and B.W. Gould. 2011. [Quantifying the Structure of Food Demand in China: An Econometric Approach](#). *Agricultural Economics* 42(Supplement s1, November):1-18.
17. **Hovhannisyan, V.**, and L. Vasa. 2008. [Armenian Rural Cooperatives and Marketing: Dairy Sector](#). *GAZDÁLKODÁS: Scientific Journal on Agricultural Economics* 51(19):17-25.

Under Review***Work in Progress***

Hovhannisyan, V. Effects of Urbanization on Subsistence Consumption.

Hovhannisyan, V., and M. Kondaridze. Structural Preference Change for Food in Russia.

Heboyan, V., and V. Hovhannisyan. A Quantile Regression Approach to Analyzing Price and Income Elasticities of Cigarette Consumption.

Hovhannisyan, V., and J-P. Chavas. Analysis of Obesity and Consumer Time Preferences in a Structural Framework.

Hovhannisyan, V., and A. Shanoyan. Food Demand in Russia: The Implications of Recent Economic Sanctions.

Book Chapters

Stiegert, K.W., and Hovhannisyan, V. 2008. [Food Retailing in the United States: History, Trends, and Perspectives](#). Structural Changes in Food Retailing: Six Country Case Studies (Chapter 7), *Food System Research Group Monograph Series*, (22): 131-145.

TEACHING EXPERIENCE

University of Wyoming , Consumer Behavior and Price Analysis (graduate), Agribusiness Marketing, Agricultural Market Analysis, Agricultural Finance (undergraduate)	2016-now
University of Minnesota , <i>Guest Lecturer</i> : Consumer Demand Analysis (graduate)	2014
University of Wisconsin-Madison , <i>Teaching Assistant</i> : Applied Econometric Analysis (graduate)	2009, 2011
Agribusiness Teaching Center , <i>Instructor</i> : Macroeconomics, Agricultural Economics, Marketing of Agricultural Products, Agricultural and Food Policy, Entrepreneurship (undergraduate)	2002-2006

PRESENTATIONS

Invited

Texas Tech University, Lubbock, November 2017

University of Wyoming, Laramie, September 2017

Colorado State University, Ft. Collins, September 2017

Augusta University, Augusta, GE, November 2016

Agribusiness Teaching Center, Yerevan, Armenia, July 2016

University of Wyoming, Laramie, May 2016

Research Triangle Institute, Washington, DC, April 2016

Colorado State University, Ft. Collins, April 2016

University of Wyoming, Laramie, February 2015
Louisiana State University, Baton Rouge, January 2015
Kansas State University, Manhattan, November 2014
University of Georgia, Athens, September 2014
University of Kentucky, Lexington, January 2014
California State University, Fresno, January 2014
Texas A&M University, College Station, August 2013
University of Idaho, Moscow, February 2013
Toulouse School of Economics, Toulouse, France, January 2012
University of Wisconsin-Madison, Madison, September, 2010

Conferences

Hovhannisyan, V., and A. Shanoyan. An Empirical Analysis of Welfare Consequences of Rising Food Prices in Urban China: The EASI Approach. Selected Paper Presented at the Annual Meeting of Agricultural and Applied Economics Association, Washington, DC 2018.

Heboyan, V., and V. Hovhannisyan. A Dynamic Quantile Regression Analysis of the U.S. Tobacco Control Policies: Implications of Tobacco Taxes and Tobacco-Free Laws on Young Adult and Adult Cigarette Consumption. Selected Paper Presented at the Annual Meeting of Agricultural and Applied Economics Association, Washington, DC 2018.

Hansen, K., and V. Hovhannisyan. Determinants of Price in Western Water Markets: A Systems Approach. Selected Paper Presented at the Annual Meeting of Agricultural and Applied Economics Association, Washington, DC 2018.

Hovhannisyan, V., and A. Shanoyan. Addressing Pre-Commitment Bias with Generalized EASI Model: An Application to Food Demand in Russia. Selected Paper Presented at the Annual Meeting of Southern Agricultural Economics Association, Jacksonville, FL 2018.

Hovhannisyan, V., and M. Kondaridze. Changing Structure of Food Consumption in Russia. Selected Poster Presented at the Annual Meeting of Southern Agricultural Economics Association, Jacksonville, FL 2018.

Hovhannisyan, V., and S. Devadoss. Effects of Urbanization on Food Demand in China. Selected Paper Presented at the Annual Meeting of Agricultural and Applied Economics Association, Chicago, IL 2017.

Hovhannisyan, V., and A. Shanoyan. Quantifying the Structure of Food Demand in Russia Using Provincial-Level Panel Data on Food Consumption. Selected Poster Presented at the Annual Meeting of Agricultural and Applied Economics Association, Chicago, IL 2017.

Hovhannisyan, V., and V. Urutyanyan. A Structural Model of Pre-committed Demand: The Case of Food Demand in China. Selected Poster Presented at the Annual Meeting of Agricultural and Applied Economics Association, Chicago, IL 2017.

Cho, C., and V. Hovhannisyan. Supermarkets vs. Convenience Stores: How Retail Concentration Affects Food Prices. Selected Paper Presented at the Annual Meeting of Western Agricultural Economics Association, Lake Tahoe, CA 2017.

Appuhamilage, B., A. Shanoyan, and V. Hovhannisyan. Analysis of Dietary Habit Transformations in Sri Lanka: Application of the EASI Demand Approach. Selected Paper Presented at the Annual Meeting of Western Agricultural Economics Association, Lake Tahoe, CA 2017.

Hovhannisyan, V. New Evidence on the Structure of Food Demand in China: An EASI Demand Model Estimated via IV-Panel Data Techniques. Selected Paper Presented at the Annual Meeting of Agricultural and Applied Economics Association, Boston, MA 2016.

Hovhannisyan, V. and M. Bozic. The Relationship between Price and Market Structure: New Evidence from the US Food Retail Industry. Selected Paper Presented at the Annual Meeting of Agricultural and Applied Economics Association, Boston, MA 2016.

Heboyan, V., and V. Hovhannisyan. An Analysis of Cigarette Consumption in the US based on a Quantile Regression Panel Data Framework. Selected Paper Presented at the Annual Meeting of Agricultural and Applied Economics Association, Boston, MA 2016.

Heboyan, V., and V. Hovhannisyan. A Quantile Regression Approach to Analyzing Price and Income Elasticities of Cigarette Consumption based on Distinct Cross Section Datasets. Selected Poster Presented at Annual Meeting of American Public Health Association, Chicago, IL 2015.

Hovhannisyan, V., and M. Bozic. Effects of Retail Concentration on Retail Price: The US Dairy Market. Selected Poster Presented at Annual Meeting of Agricultural and Applied Economics Association, San Francisco, CA 2015.

Heboyan, V., and V. Hovhannisyan. Elasticity of Demand for Cigarettes in the US: Evidence from Quantile Regression Analysis. Selected Poster Presented at Annual Meeting of Agricultural and Applied Economics Association, San Francisco, CA 2015.

Hovhannisyan, V., and M. Bozic. On Price Endogeneity in the Analysis of Food Demand in China. Selected Paper Presented at Annual Meeting of Agricultural and Applied Economics Association, Minneapolis, MN 2014.

Hovhannisyan, V., Stiegert, K. W., and M. Bozic. “A Control Function Approach to Account for Endogeneity of Retail Market Power in an Equilibrium Analysis”. Selected Paper Presented at Annual Meeting of Agricultural and Applied Economics Association, Washington, DC 2013.

Hovhannisyan, V., and M. Bozic. “Own and Cross Pass-Through in a Structural Framework”. Selected Poster Presented at Annual Meeting of Agricultural and Applied Economics Association, Washington, DC 2013.

Hovhannisyan, V., and Gould, B.W., “Structural Food Preference Changes in Urban China,” Selected Paper at Annual Meeting of Agricultural and Applied Economics Association, Seattle, WA, 2012.

Hovhannisyan, V., “The Nature of the Pass-Through: The Case of Mayonnaise,” Selected Paper at Annual Meeting of Southern Agricultural Economics Association, Birmingham, AL, 2012.

Hovhannisyan, V., and Gould, B.W., “A Structural Model of Retail Market Power: The U.S. Milk Industry,” Selected Paper at Annual Meeting of Agricultural and Applied Economics Association, Pittsburgh, PA, 2011.

Hovhannisyan, V., and Stiegert, K.W., “Vertical Channel Analysis of the U.S. Milk Market,” Selected Paper at Annual Meeting of Agricultural and Applied Economics Association, Pittsburgh, PA, 2011.

Hovhannisyan, V., and Stiegert, K.W., “Imperfect Competition between Milk Manufacturers and Retailers in a Midwestern State in the U.S.,” Selected Paper at Annual Meeting of Southern Agricultural Economics Association, Corpus Christi, TX, 2011.

Hovhannisyan, V., and Gould, B.W., “Retail Competition in the Milk Market in a U.S. Midwestern City,” Selected Paper at Annual Meeting of Southern Agricultural Economics Association, Corpus Christi, TX, 2011.

Hovhannisyan, V., and Stiegert, K.W., “Do Retailers Exercise Market Power: The Case of Milk,” Selected Paper at Annual Meeting of Mid-Continent Regional Science Association, St. Louis, MO, 2010.

Hovhannisyan, V., and Gould, B.W., “Quantifying the Structure of Food Demand in China Using Generalized Quadratic AIDS Specification,” Selected Paper at Annual Meeting of Southern Agricultural Economics Association, Orlando, FL, 2010.

Hovhannisyan, V., and Gould, B.W., “Characterization of the Changing Nature of Food Demand in China,” Selected Poster at Annual Meeting of Southern Agricultural Economics Association, Milwaukee, WI, 2009.

Urutyanyan, V., Aleksandryan, M., and Hovhannisyan, V., “The Role of Specialized Agricultural Credit Institutions in the Development of the Rural Finance Sector of Armenia: Case of Credit Clubs,” Selected Paper at 14th International Food and Agribusiness Management Association World Forum, Montreux, Switzerland, 2004.

Hovhannisyan, V., Urutyanyan, V., and Dunn, D., “The Role of Cooperatives in Milk Marketing,” Selected Paper at 14th International Food and Agribusiness Management Association World Forum, Montreux, Switzerland, 2004.

RESEARCH GRANTS

Minnesota Department of Agriculture (\$60,000) (Responsible for \$10,000)	2017
University of Minnesota (\$40,000) Food Policy Research Center (NIFA) (with Maria Ana Vitorino, Marin Bozic)	2013
University of Minnesota Grant-in-Aid (\$38,000) “Consumer Welfare Implications of the Dairy Market Stabilization Program” (with Marin Bozic)	2012

United Nations Development Program (\$16,000) “Investigating the Barriers to Agricultural Growth: A Cross Caucasus Comparison” (with Armen Asatryan)	2012
Open Society Institute (OSI) (\$10,000) “Global Supplementary Grant Program”	2007-2009
Open Society Institute (OSI) (\$5,150) “Course Development Competition Grant”	2006
USDA, Marketing Assistance Program (\$3,575). “Effectiveness of Armenian Dairy Cooperatives in Marketing Milk”	2004

PROFESSIONAL TRAINING

Research Assistant , Food System Research Group Agricultural and Applied Economics, University of Wisconsin-Madison	2006-2012
Trainer , Federation of Agricultural Associations Union of Armenia	2005-2006
Trainee , Response-Inducing Sustainability Evaluation (RISE) Swiss College of Agriculture, Switzerland	2005
Trainee , Better Understanding and Teaching Rural Economics OSI & Central European University, Hungary	2005
Trainee , Marketing and International Trade of Agricultural Products Dept. of Agricultural Economics, Texas A&M University, USA	2001
Trainee , Central Bank of Armenia	1998, 2000
Intern , Ministry of Trade and Industry, Armenia	1998

HONORS AND AWARDS

AAEA Outstanding Master’s Thesis Award Chair of the Thesis Committee	2018
WAEA Outstanding Master’s Thesis Award Chair of the Thesis Committee	2018
Global Perspectives Travel Grant College of Agricultural and Natural Resources, University of Wyoming	2016
Tuition Scholarship Agricultural and Applied Economics, University of Wisconsin-Madison	2006-2012
Travel Grant Agricultural and Applied Economics Association	2012
Travel Grant Agricultural and Applied Economics Association	2011
Travel Grant Mid-Continent Regional Science Association	2010
Scholarship	2010

Organization of Istanbul Armenians

Grant 2007-2009

Global Supplementary Grant Program, OSI, New York

Excellence Award 2005

John Evans, US Ambassador Extraordinary and Plenipotentiary to Armenia

Travel Grant 2005

Better Understanding and Teaching Rural Economics, Bulgaria

Higher Education Support Project, OSI & Central European University

Travel Grant 2005

International Cooperative Alliance, Cork, Ireland

PROFESSIONAL AFFILIATIONS

Agricultural and Applied Economics Association

Agricultural Economics Society

Southern Agricultural Economics Association

Mid-Continent Regional Science Association

PROFESSIONAL SERVICE

Journal Review Service: Agribusiness: An International Journal, Agricultural Economics, American Journal of Agricultural Economics, Applied Economic Perspectives and Policy, Canadian Journal of Agricultural Economics, Economic Modelling, Economic Research Service Publications (USDA), European Review of Agricultural Economics, Journal of Agricultural and Applied Economics, Journal of Agricultural Economics, Journal of Agricultural and Resource Economics, Journal of Consumer Affairs, Journal of Dairy Science, HortScience, Journal of Human Nutrition and Food Science, World Medical & Health Policy.

Undergraduate, Speaker, and Course Curriculum Committee Service:

University of Wyoming

Graduate Committee Service: Taylor Hall Club,

Agricultural and Applied Economics, University of Wisconsin-Madison

COMPUTER SKILLS

STATA, GAUSSX, MATLAB, GAUSS, SAS

LANGUAGES

English (fluent), **Russian** (fluent), **Armenian** (native)