

HYUNJUNG LEE

Dept. of Agricultural & Resource Economics
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EDUCATION

Ph.D. in Agricultural and Resource Economics, University of California, Davis	<i>Expected 2026</i>
M.A. in Agricultural and Resource Economics, Seoul National University, South Korea	<i>2017</i>
B.A. in Agricultural Economics, Seoul National University, South Korea	<i>2013</i>

RESEARCH FIELDS

Primary: Agricultural Economics, Behavioral Economics

Secondary: Environmental Economics

WORKING PAPERS

Strategic Redundancies in Sustainability Food Labels and Claims: Do They Inform or Mislead Consumers? (Job Market Paper)

Complementarity or Substitutability of Positive Sustainability Messaging in Modern Retail Markets: Can Certified Labels Better Inform Consumers than Manufacturer and Retailer Claims?

WORK IN PROGRESS

Affordable Sustainability? The Role of Combined Sustainability Labels and Claims in Shaping Market Reach and Consumer Inclusion

PUBLICATIONS

(Pre-doctoral Publications)

- [1] Jeong, H., J. Sung, and **H. Lee** (2020): “Analysis of Social Demand for Countermeasures in Response to Extreme Weather Events in Korean Agricultural Sector.” *Journal of Climate Change Research*, 11(4): 235–246. (published in Korean)

- [2] Sung, J., **H. Lee**, and W. Cho (2019): “The Evaluation of Integrated Agricultural Resource Management Policy through Water-Energy-Food Nexus: An Application to Management of Aquifer Recharge Project.” *The Korean Society of Rural Planning*, 25(4): 35–45. (published in Korean)
- [3] Jeong, H., J. Sung, **H. Lee**, and C. Kim (2018): “Local and Global Market Status and Projection of Environmentally Friendly Agricultural Products.” *Journal of the Environment-Friendly Agricultural Research*, 20(1&2): 49–63. (published in Korean)
- [4] **Lee, H.**, K. Kim, and D. An (2017): “Factors Affecting the Type of 6th Industrialization and Farm Income.” *Korean Journal of Agricultural Economics*, 58(3): 1–24. (published in Korean)

PRESENTATIONS (*scheduled)

European Association of Agricultural Economists Congress (poster)*, <i>Bonn, Germany</i>	Aug 2025
Agricultural & Applied Economics Association Annual Meeting, <i>Denver, CO</i>	Jul 2025
Agricultural & Applied Economics Association Annual Meeting, <i>New Orleans, LA</i>	Jul 2024

RESEARCH EXPERIENCE

Graduate Student Researcher, University of California, Davis

with Brittney Goodrich	Summer 2022
with Kristin Kiesel	Summer 2024, Spring 2025

Research Assistant, Seoul National University

with Donghwan An	Mar 2015–Feb 2017
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TEACHING EXPERIENCE

Teaching Assistant, University of California, Davis (Undergraduate Level)

ARE 100A Intermediate Microeconomics	Spring 2021
ARE 171 Principles of Finance	Fall 2021, Winter 2022, Fall 2022 Spring 2023, Fall 2023
ARE 107 Econometrics for Business Decisions	Spring 2022
ARE 132 Cooperative Business Enterprises	Winter 2023
ARE 133 Introduction to Behavioral Economics	Spring 2024, Fall 2024
ARE 136 Managerial Marketing	Winter 2025
ARE 100B Intermediate Microeconomics	Summer 2025

WORK EXPERIENCE

Korea Rural Economic Institute (KREI) , Naju, South Korea	May 2017–Sept 2020
Researcher, Department of Environmental and Resource Policy in Agriculture	
National Research Institute for Agricultural and Rural Economics Issues	
Hello Nature , Seoul, South Korea	Dec 2012–Aug 2014
Manager for Customer and Producer Relations	
E-commerce Platform for Direct-to-Consumer Agricultural Products	
Multinational Exchange for Sustainable Agriculture , Berkeley, CA	Feb 2011–Nov 2011
Intern	
Nonprofit Organization for Connecting and Training Global Sustainable Farming Leaders	

SCHOLARSHIPS, HONORS, & AWARDS

Giannini Foundation Mini-Grant with Kristin Kiesel (\$34,000)	2025–2026
ARE Graduate Travel Award, University of California, Davis	2025
ARE Summer Research Fellowship, University of California, Davis (\$4,000)	2024
Non-Resident Tuition Fellowship, University of California, Davis	2020–2021
First-year Departmental Fellowship, University of California, Davis	2020–2021
National Research Fellowship for Humanities, Korea Student Aid Foundation	2016
Merit-based Scholarship, Seoul National University	Fall 2015
Excellence in Research and Policy Contribution Award, Korea Rural Economic Institute	2017, 2018
Outstanding Graduate Student Paper Award, Korean Association of Agricultural and Food Policy	2016

SERVICE & LEADERSHIP

Research Advisor for Undergraduate Honors Students, Seoul National University	2015, 2016
ARE Social Committee Chair, Seoul National University	2015

OTHER ACTIVITIES

Graduate Teaching Community, University of California, Davis	Winter 2025
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SKILLS & LANGUAGES

Programming Languages: R, STATA, $\text{\LaTeX}$

Languages: English (Fluent), Korean (Native)

REFERENCES

Prof. Kristin Kiesel (Co-chair)
Dept. of Agricultural and
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University of California, Davis
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Prof. Richard Sexton (Co-chair)
Dept. of Agricultural and
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Prof. Jeffrey Williams
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