

HYUNJUNG LEE

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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)

This paper examines how consumers respond to potentially redundant claims (e.g., non-GMO) added to packages or grocery shelves when labels promoting credence attributes about sustainable production practices are already in place (e.g., USDA organic seal). Using unique scanner data and collected detailed labeling information, we define and analyze three types of redundancies in sustainability-related messaging. Our results suggest that the USDA organic seal substantially increases sales, underscoring its credibility and broad appeal to consumers. However, we also find that its effectiveness varies across product categories and depends on the absence or presence of other statements made on packages or the shelf. Our analyzed redundant statements (e.g., non-GMO, Local shelf talkers, vegan claims) do not provide additional information, but nonetheless affect purchasing decisions. Additionally, we find that price promotions are the most effective way to capture consumers' attention and compete with labels and claims at the point of sale. We conclude by arguing that labeling effects cannot be analyzed in isolation. The influence of food labels and claims depends on how manufacturers and retailers strategically position and promote their products in response to consumers' product-specific associations. Consequently, policymakers should consider integrated policy measures that coordinate labeling and in-store information provision, rather than regulating or designing these elements separately.

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? Can Marketing Messages Improve Market Access for Regional Producers and Better Serve Rural Consumers?

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

European Association of Agricultural Economists Congress, <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, Fall 2025

Research Assistant, Seoul National University

with Donghwan An Mar 2015–Feb 2017

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, Winter 2026

PROFESSIONAL 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, 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, International Communications and Event Planning
Nonprofit Organization for Connecting and Training Global Sustainable Farming Leaders

SCHOLARSHIPS, HONORS, & AWARDS

Giannini Foundation Mini-Grant with Kristin Kiesel (\$34,000)	2025–2026
Henry A. Jastro Graduate Research Scholarship Award, University of California, Davis	2025
ARE Graduate Travel Award, University of California, Davis	2025
ARE Summer Research Fellowship, University of California, Davis	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
Graduate Inclusive Education and Mentoring Training Workshop, University of California, Davis 2025

SKILLS & LANGUAGES

Programming Languages: R, STATA, \LaTeX

Languages: English (Fluent), Korean (Native)

REFERENCES

Prof. Kristin Kiesel (Co-chair)	Prof. Richard Sexton (Co-chair)	Prof. Jeffrey Williams
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