

HYUNJUNG LEE

Korea Rural Economic Institute (KREI)
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CURRENT POSITION

Korea Rural Economic Institute (KREI), Naju, South Korea Aug 2026–Present
Associate Research Fellow, Office of Agro-industry Trend Analysis

EDUCATION

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

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?

This paper examines how consumers respond to potentially redundant claims (e.g., non-GMO) added to packages or grocery shelves when labels promoting sustainable production practices are already present (e.g., USDA Organic seal). Using unique scanner data and detailed labeling information, I define and analyze three types of redundancies in sustainability-related messaging. The results show that redundant statements, including non-GMO, local shelf talkers, and vegan claims, provide no additional information but nonetheless affect purchasing decisions. The USDA Organic seal substantially increases sales, although its effectiveness varies across product categories and depends on other package and shelf statements. I also find that price promotions are the most effective way to capture consumers' attention and compete with labels and claims at the point of sale. These findings suggest that labeling effects cannot be understood in isolation: manufacturers and retailers strategically position and promote products in response to consumers' product-specific associations. Policymakers should therefore consider integrated approaches to labeling and in-store information provision.

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

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

Agricultural & Applied Economics Association Annual Meeting, <i>Kansas City, MO</i>	Jul 2026
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, Spring 2026

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, Office of Environmental and Resource Policy in Agriculture

Hello Nature, Seoul, South Korea Dec 2012–Aug 2014

Manager, Customer and Producer Relations

Multinational Exchange for Sustainable Agriculture, Berkeley, CA Feb 2011–Nov 2011

Intern, International Communications and Event Planning

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, $\text{\LaTeX}$

Languages: English (Fluent), Korean (Native)

REFERENCES

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