

CURRICULUM VITAE

Hayk Khachatryan

Food and Resource Economics Department
Mid-Florida Research and Education Center, University of Florida
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EDUCATION

- 2010 Ph.D. Interdisciplinary, School of Economic Sciences, Washington State University
Fields: Economics, Marketing, and Environmental Science
Dissertation: Investigation of Alternative Fuel Markets
Committee: Ken Casavant (chair), Jeff Joireman, Jia Yan, Eric Jessup, & Andrew Ford
- 2007 M.A. Applied Economics, School of Economic Sciences, Washington State University
- 2003 B.A. Economics, Armenian State Agrarian University
Minor: Agribusiness Management, certificate from Texas A&M University

PROFESSIONAL EXPERIENCE

- 2018 - present Associate Professor, Food and Resource Economics, University of Florida
- 2010 - 2018 Assistant Professor, Food and Resource Economics, University of Florida
- 2010 - 2011 Postdoc Associate, School of Economics Sciences, Washington State University
- 2005 - 2010 Graduate Assistant, School of Economics Sciences, Washington State University
- 2004 - 2005 Cost Share Coordinator, Project Harmony International, Yerevan, Armenia
- 2003 Intern, Futures and Options Trading, Farmers Cooperative of El Campo, El Campo, TX
- 2003 Research Assistant, USDA Marketing Assistance Project, Yerevan, Armenia

FIELDS OF INTEREST

Behavioral and Experimental Economics, Applied Choice Analysis, Consumer Behavior, Temporal Preferences, Pro-environmental Behavior, Urban Environmental Policy, GIS

EXTERNAL GRANTS

- 2016-2021 **Agency:** USDA NIFA Specialty Crop Research Initiative
Role (budget): Co-PI (\$6,509,975)
Project: Protecting Pollinators with Economically Feasible and Environmentally Sound Ornamental Horticulture

- 2019-2020 **Agency:** Florida Turfgrass Association
Role (budget): PI (\$47,600)
Project: Economic Impact of the Florida Turfgrass Industry
- 2019-2020 **Agency:** Horticultural Research Institute
Role (budget): Co-PI (\$35,000)
Project: National Green Industry Survey Project
- 2017-2018 **Agency:** National Horticulture Foundation
Role (budget): PI (\$60,000)
Project: Identifying the Best In-store and Trade Show Displays and Promotions for Green Industry Stakeholders.”
- 2016-2017 **Agency:** USDA NIFA Specialty Crop Research Initiative
Role (budget): Co-PI (\$50,000)
Project: Identifying Knowledge Gaps and Novel Management Strategies for Downy Mildews Impacting Environmental Horticulture Crops.
- 2015-2016 **Agency:** Florida Nursery, Growers and Landscape Association and USDA SCRI
Role (budget): Co-PI (\$58,982)
Project: Economic Impacts of the Florida Environmental Horticulture Industry.
- 2014-2016 **Agency:** Florida Department of Agricultural and Consumer Services
Role (budget): PI (\$141,953)
Project: Promoting Florida-Grown Ornamental Plant Sales through Smart Labels and Targeted Advertising Strategies.
- 2014-2016 **Agency:** Florida Department of Agricultural and Consumer Services
Role (budget): Co-PI (\$127,456)
Project: Improving Yield and Profit of Greenhouse Production of Citrus Trees for Out-planting.
- 2014-2015 **Agency:** Horticultural Research Institute
Role (budget): Co-PI (\$35,000)
Project: The Role of Plant Brands in Consumer Preferences for Plants and Their Perceptions of Plant Quality.
- 2013-2014 **Agency:** Florida Department of Transportation
Role (budget): PI (\$67,174)
Project: Investigation of Economic Impacts of Florida’s Highway Beautification Program.
- 2013-2015 **Agency:** USDA NIFA Specialty Crop Research Initiative
Role (budget): Co-PI (\$199,893)
Project: Alternative Approaches for Economically Feasible Management of Chilli Thrips, An Emerging Pest for Ornamental Nursery Production.

- 2012-2013 **Agency:** USDA AMS Federal State Marketing Improvement Program
Role (budget): Investigator (\$36,750)
Project: Use of Eye Tracking Equipment in Consumer Choice Decision Making Research.
- 2011-2012 **Agency:** USDA AMS Federal State Marketing Improvement Program
Role (budget): Investigator (\$48,000)
Project: Sustainability on the Table and In the Yard: Identifying, Profiling, and Quantifying Markets for Sustainably-Grown Ornamental and Food-Producing Plants.
- 2011-2012 **Agency:** Florida Nursery, Growers and Landscape Association
Role (budget): Co-PI (\$47,640)
Project: Economic Impacts of the Environmental Horticulture Industry in Florida in 2010.

PUBLICATIONS

Refereed Journal Articles

1. Khachatryan, H., A. Rihn, G. Hansen, and T. Clem. 2020. Landscape Aesthetics and Maintenance Perceptions: Assessing the Relationship between Homeowners' Visual Attention and Landscape Care Knowledge. *Land Use Policy*. Accepted.
2. Neuhofer, Z., B. McFadden, A. Rihn, X. Wei, H. Khachatryan, and L. House. 2020. Can the Updated Nutrition Facts Label Decrease Sugar-Sweetened Beverage Consumption? *Economics and Human Biology*. Accepted.
3. Wei, X., H. Khachatryan, and A. Rihn. 2020. Production Costs and Profitability for Selected Greenhouse Grown Annual and Perennial Crops: Partial Enterprise Budgeting and Sensitivity Analysis. *HortScience*, Accepted.
4. Wei, X., H. Khachatryan, and A. Rihn. 2020. Consumer Preferences for Labels Disclosing the Use of Neonicotinoid Pesticides: Evidence from Experimental Auctions. *Journal of Agricultural and Resource Economics*, Accepted.
5. Campbell, J., A. Rihn, and H. Khachatryan. 2020. Factors Influencing Home Lawn Fertilizer Choice in the United States. *HortTechnology*, Accepted.
6. Zhang, X., and H. Khachatryan. 2019. Investigating Homeowners' Preferences for Smart Irrigation Technology Features. *Water – Special Issue Managing and Planning Water Resources for Irrigation: Smart Irrigation Systems for Providing Sustainable Agriculture and Maintaining Ecosystem Services*, 11(10), 1996.

7. Rihn, A., X. Wei, and H. Khachatryan. 2019. Text vs. Logo: Does Eco-label Format Influence Consumers' Visual Attention and Willingness-to-pay for Fruit Plants? An Experimental Auction Approach. *Journal of Behavioral and Experimental Economics*, 82, 101452.
8. Wei, X., H. Khachatryan, and A. Rihn. 2019. Investigating Consumer Preferences for Production Process Labeling Using Visual Attention Data. *Behavioral Sciences - Special Issue Consumer Neuroscience*, 9(7), 71.
9. Khachatryan, H., D.H., Suh, W., Xu, P. Useche, and M. Dukes. 2019. Towards Sustainable Water Management: Consumer Preferences and Willingness to Pay for Smart Irrigation Technologies. *Land Use Policy*, 85, 33-41.
10. Li, Y., Palma, M., C. Hall, H. Khachatryan, and O. Capps. 2019. Measuring the Effects of Advertising on Green Industry Sales: A Generalized Propensity Score Approach. *Applied Economics*, 51(12), 1303-1318.
11. Rihn, A., H. Khachatryan, and X. Wei. 2018. Assessing Purchase Patterns of Price Conscious Consumers. *Horticulturae*, 4(3), 13.
12. Khachatryan, H., and A. Rihn. 2018. Defining U.S. Consumers' (Mis)perceptions of Pollinator Friendly Labels: An Exploratory Study. *International Food and Agribusiness Management Review*, 2(3), 365-378.
13. Khachatryan, H., A. Rihn, B. Behe, C. Hall, B. Campbell, J. Dennis, and C. Yue. 2018. Visual Behavior, Buying Impulsiveness, and Consumer Behavior. *Marketing Letters*, 29(1), 23-35.
14. Khachatryan, H., A. Rihn, B. Campbell, B. Behe, and C. Hall. 2018. How Do Consumer Perceptions of 'Local' Production Benefits Influence Their Visual Attention to State Marketing Programs? *Agribusiness: An International Journal*, 34(2), 390-406.
15. Soto, J., F. Escobedo, H. Khachatryan, and D. Adams. 2018. Consumer Demand for Urban Forest Ecosystem Services and Disservices: Examining Trade-offs Using Choice Experiments and Best-Worst Scaling. *Ecosystem Services*, 29, 31-39.
16. Campbell, B., H. Khachatryan, and A. Rihn. 2017. Pollinator Friendly Plants: Reasons for and Barriers to Purchase. *HortTechnology*, 27(6), 831-839.
17. Khachatryan, H., A. Rihn, B. Campbell, C. Yue, C. Hall, and B. Behe. 2017. Visual Attention to Eco-Labels Predicts Consumer Preferences for Pollinator Friendly Plants. *Sustainability*, 9(10), 1743.
18. Suh, D.H., Z. Guan, and H. Khachatryan. 2017. The Impact of Mexican Competition on the U.S. Strawberry Industry. *International Food & Agribusiness Management Review*, 20(4), 591-604.

19. Suh, D.H., H. Khachatryan, A. Rihn, and M. Dukes. 2017. Relating Knowledge and Perceptions of Sustainable Water Management to Preferences for Smart Irrigation Technology. *Sustainability*, 9(4), 607.
20. Khachatryan, H., and A. Rihn. 2017. Consumer Perceptions of Plant Production Practices that Aid Pollinator Insects' Health. *HortScience*, 52(5), 749-755.
21. Zaffou, M., A. Rihn, B. Campbell, H. Khachatryan and O. Hoke. 2017. Influence of Product Type and Perceptions on the Geographic Boundary for Local Products. *International Food & Agribusiness Management Review*, 20(3), 401-414.
22. Behe, B., P. Huddleston, C. Hall, H. Khachatryan and B. Campbell. 2017. Do Real and Fictitious Plant Brands Differ in Brand Recognition, Awareness, Purchase Intention, and Visual Activity? *HortScience*, 52(4), 612-621.
23. Hovhannisyan, V., and H. Khachatryan. 2017. Household Level Demand Analysis of Ornamental Plants in the United States. *Agribusiness: An International Journal*, 33(2), 226–241.
24. Khachatryan, H., D.H. Suh, G. Zhou, and M. Dukes. 2017. Sustainable Urban Landscaping: Consumer Preferences and Willingness to Pay for Turfgrass Fertilizers. *Canadian Journal of Agricultural Economics*, 65(3), 385-407.
25. Rihn, A., H. Khachatryan, B. Campbell, C. Hall and B. Behe. 2016. Consumer Preferences for Organic Production Methods and Origin Promotions on Ornamental Plants: Evidence from Eye-tracking Experiments. *Agricultural Economics*, 47(6), 599-608.
26. Khachatryan, H., A. Hodges, C. Hall, and M. Palma. 2016. Inter-regional Trade Flows within the U.S. Nursery Industry. *Journal of Environmental Horticulture*, 34(1), 19-29.
27. Rihn, A., and H. Khachatryan. 2016. Does Consumer Awareness of Neonicotinoid Pesticides Influence Their Preferences for Plants? *HortScience*, 51(4), 388-393.
28. Suh, D.H., H. Khachatryan, and Z. Guan. 2016. Why Do We Adopt Environmentally Friendly Lawn Care? Evidence from Do-It-Yourself Consumers. *Applied Economics*, 48(27), 2550-2561.
29. Campbell, B., H. Khachatryan, C. Hall, B. Behe, and J. Dennis. 2016. Crunch the Can or Throw the Bottle? Effect of “Bottle Deposit Laws” and Municipal Recycling Programs. *Resources, Conservation and Recycling*, 106, 98-109.
30. Yue, C., B. Campbell, C. Hall, B. Behe, J. Dennis, and H. Khachatryan. 2016. Consumer Preference for Environment and Origin Attributes in Plants: Evidence from Experimental Auctions. *Agribusiness: An International Journal*, 32(2), 222-235.
31. Hodges, A., C. Hall, M. Palma, and H. Khachatryan. 2015. Economic Contributions of the Green Industry in the United States in 2013. *HortTechnology*, 25(6), 805-814.

32. Hodges, A., H. Khachatryan, M.A. Palma, and C.R. Hall. 2015. Production and Marketing Practices and Trade Flows in the United States *Green Industry* in 2013. *Journal of Environmental Horticulture*, 33(3), 125-136.
33. Rihn, A., H. Khachatryan, B. Campbell, C. Hall, and B. Behe. 2015. Consumer Response to Novel Indoor Foliage Plant Attributes: Evidence from a Rating-based Conjoint Experiment and Gaze Analysis. *HortScience*, 50(10), 1524-1530.
34. Campbell, B., H. Khachatryan, B. Behe, C. Hall, C. Yue, and J. Dennis. 2015. Consumer Perceptions of Ecofriendly and Sustainable Terms. *Agricultural and Resource Economics Review*, 44(1), 21-34.
35. Khachatryan, H., A. Rihn, and M. Dukes. 2014. Are Homeowners Willing to Pay a Price Premium for Environmentally Friendly Lawn Fertilizers? *Peer-reviewed Proceedings of Florida State Horticultural Society*, 127, 221-223.
36. Behe, B.K., B.L. Campbell, H. Khachatryan, C. Hall, J. Dennis, P.T. Huddleston, and R.T. Fernandez. 2014. Incorporating Eye Tracking Technology and Conjoint Analysis to Better Understand the Green Industry Consumer. *HortScience*, 49(12), 1550-1557.
37. Khachatryan, H., C. Yue, B. Campbell, B. Behe, C. Hall, and J. Dennis. 2014. The Effects of the Consideration of Future and Immediate Consequences on Willingness to Pay Decisions for Plant Attributes. *Journal of Environmental Horticulture*, 32(2), 64-70.
38. Campbell, B., H. Khachatryan, B. Behe, J. Dennis, and C. Hall. 2014. U.S. and Canadian Perceptions of Local and Organic Terminology. *International Food & Agribusiness Management Review*, 17(2), 21-40.
39. Khachatryan, H., B. Campbell, C. Hall, B. Behe, C. Yue, and J. Dennis. 2014. The Effects of Individual Environmental Concerns and Willingness to Pay for Sustainable Plant Attributes. *HortScience*, 49(1), 69-75.
40. Khachatryan, H., J. Joireman, and K. Casavant. 2013. Relating Values and Consideration of Future and Immediate Consequences to Consumer Preference for Biofuels: A Three-Dimensional Social Dilemma Analysis. *Journal of Environmental Psychology*, 34, 97-108.
41. Behe, B., B. Campbell, C. Hall, H. Khachatryan, J. Dennis, and C. Yue. 2013. Consumer Preferences for Local and Sustainable Plant Production Characteristics. *HortScience*, 48(2), 200-208.
42. Behe, B., B. Campbell, C. Hall, H. Khachatryan, J. Dennis, and C. Yue. 2013. Smartphone Use and Online Search and Purchase Behavior of North Americans: Gardening and Non-Gardening Information and Products. *HortScience*, 48(2), 209-215.

43. Palma, M., C. Hall, B. Campbell, H. Khachatryan, B. Behe, and S. Barton. 2012. Measuring the Effects of Firm Promotion Expenditures on Green Industry Sales. *Journal of Environmental Horticulture*, 30(2), 83-88.
44. Khachatryan, H., J. Yan, and K. Casavant. 2011. Spatial Differences in the Price-Elasticity of Demand for Ethanol. *Journal of the Transportation Research Forum*, 50(3), 43-61.
45. Zaher, U., Khachatryan, H., Ewing, T., Johnson, R., Chen, S., and C. Stöckle. 2010. Biomass Assessment for Potential Biofuels Production: Simple Methodology and Case Study. *The Journal of Solid Waste Technology and Management*, 36(3), 182-192.
46. Khachatryan, H., E. Jessup, E., and K. Casavant. 2009. Derivation of Crop Residue Feedstock Supply Curves Using Geographic Information Systems. *Journal of the Transportation Research Forum*, 48(1), 5-22.
47. Khachatryan, H., and E. Jessup. 2008. Spatial Investigation of Mineral Transportation Characteristics in the State of Washington. *Journal of the Transportation Research Forum*, 47(1), 43-55.

Book Chapters

1. Khachatryan, H., A. Rihn, B. Campbell, and C. Yue. 2016. Catching and Keeping Consumers' Attention: Incorporating Eye Tracking into Organic Marketing Research. In I. Kareklas and D. Muehling (Ed.), *Deciphering Organic Foods: A Comprehensive Guide to Organic Food Consumption* (pp. 167-185). Hauppauge, NY: Nova Science Publishers. ISBN-13: 978-1536105179
2. Khachatryan, H., A. Rihn, C. Yue, and B. Campbell. 2016. Promotional Strategies for Organic Food Marketing. In I. Kareklas and D. Muehling (Ed.), *Deciphering Organic Foods: A Comprehensive Guide to Organic Food Consumption* (pp. 79-104). Hauppauge, NY: Nova Science Publishers. ISBN-13: 978-1536105179
3. Khachatryan, H., and A. Rihn. 2015. Using Innovative Biometric Measurements in Consumer Decision Making Research. *Science to Business (S2B): Research and Innovations*, ISSN: 2424-3469, 1(2), 107-125.
4. Rihn, A., and H. Khachatryan. 2020. Understanding Trade Show Visitors' Objectives and Visual Attention to Exhibits. Nova Science Publishers. Accepted for publication.

Refereed Extension Publications

1. Khachatryan, H., X. Wei, and A. Rihn. 2020. Consumer Knowledge about Neonicotinoid Insecticides and Pollinator Friendly Plants. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source Publication. Accepted.

2. Khachatryan, H., and A. Rihn. 2020. Effectiveness of Retail Promotions in the Green Industry by Age Group: A Case Study. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source Publication. Accepted.
3. Khachatryan, H., A. Rihn, and X. Wei. 2019. Does Eco-label Format Influence Consumers' Valuation of Fruit-Producing Plants? University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source Publication. FE1074.
4. Warner, L., Stofer, K., and H. Khachatryan. 2019. Making Action Easier: Behavioral Economics and nudges for Extension professionals. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source Publication. WC343.
5. Khachatryan, H., Rihn, A., C.R. Warwick, and M. Dukes. 2019. Who Is Interested in Purchasing Smart Irrigation Systems? University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source Publication. FE069.
6. Khachatryan, H., Rihn, A., and Warwick, C. R. 2019. Marketing Florida-Friendly Landscapes to Florida homeowners. University of Florida, IFAS, Florida Coop. Ext. Serv., Food and Resource Economics Dept., Electronic Data Information Source Publication. FE1063.
7. Hodges, A., H. Khachatryan, M. Rahmani, and C. Court. 2017. Economic Survey of the Environmental Horticulture Industry in Florida in 2015. UF/IFAS Extension, Electronic Data Information Source Publication. FE1031.
8. Hodges, A., H. Khachatryan, M. Rahmani, and C. Court. 2017. Economic Contributions of the Environmental Horticulture Industry in Florida in 2015. UF/IFAS Extension, Electronic Data Information Source Publication. FE1031.
9. Khachatryan, H., and A. Rihn. 2017. Does Consumer Awareness Impact Their Purchase Likelihood of Neonics-Free Plants? UF/IFAS Extension, Electronic Data Information Source Publication. FE1008.
10. Guan, Z., D.H. Suh, H. Khachatryan, and F. Wu. Import Growth and the Impact on the Florida Strawberry Industry. UF/IFAS Extension, Electronic Data Information Source Publication. FE1022.
11. Ali, A., L. Warner, and H. Khachatryan. Estimating Return on Investment (ROI) for a Behavior Change: An Evaluation Tool for Extension Programs. 2016. UF/IFAS Extension, Electronic Data Information Source Publication. WC270.
12. Solis, C., H. Khachatryan, and R. Beeson. 2016. Profitability of Citrus Tree Greenhouse Production Systems in Florida. UF/IFAS Extension, Electronic Data Information Source Publication. FE999.
13. Khachatryan, H., A. Rihn, and M. Dukes. 2016. Household Water Usage and Irrigation Practices. UF/IFAS Extension, Electronic Data Information Source Publication. FE996.

14. Khachatryan, H., and A. Rihn. 2016. Florida Consumer Preferences for Indoor Foliage Plant Attributes. UF/IFAS Extension, Electronic Data Information Source Publication. FE994.
15. Khachatryan, H., and A. Rihn. 2016. Consumers' Response to 'Neonic-free' and Other Insect Pollinator Promotions on Ornamental Plants. UF/IFAS Extension, Electronic Data Information Source Publication. FE991.
16. Khachatryan, H., and A. Rihn. 2016. Florida Consumer Preferences for Ornamental Landscape Plants. UF/IFAS Extension, Electronic Data Information Source Publication. FE1000.
17. Khachatryan, H., A. Rihn, and M. Dukes. 2016. Lawn Fertilizer Brand Preferences in Florida. UF/IFAS Extension, Electronic Data Information Source Publication. FE990.
18. Khachatryan, H., and A. Rihn. 2016. Are Consumers Interested in Ornamental Plants that Benefit Pollinator Insects? UF/IFAS Extension, Electronic Data Information Source Publication. FE997.
19. Khachatryan, H., and A. Rihn. 2016. Florida Consumer Preferences for Fruit-producing Plant Attributes. UF/IFAS Extension, Electronic Data Information Source Publication. FE981.
20. Khachatryan, H., A. Rihn. 2015. Florida Consumer Perceptions of the Fresh from Florida Campaign on Ornamental Plants. UF/IFAS Extension, Electronic Data Information Source Publication. FE976.
21. Khachatryan, H., A. Rihn, and M. Dukes. 2015. U.S. Consumers' Preferences for Home Lawn Fertilizers. UF/IFAS Extension, Electronic Data Information Source Publication. FE975.
22. Khachatryan, H., and A. Rihn. 2015. Floridian Consumer Perceptions of Local versus Organic Ornamental Plants. UF/IFAS Extension, Electronic Data Information Source Publication. FE964.
23. Khachatryan, H., A. Hodges, M. Rahmani, and T. Stevens. 2015. Economic Impacts of Highway Beautification in Florida. UF/IFAS Extension, Electronic Data Information Source Publication. FE963.
24. Khachatryan, H., A. Rihn, M. Palma, and C. Hall. 2014. Advertising and Promotions in the U.S. Green Industry. UF/IFAS Extension, Electronic Data Information Source Publication. FE948.
25. Khachatryan, H., and A. Rihn. 2014. Eye-tracking Methodology and Applications in Consumer Research. UF/IFAS Extension, Electronic Data Information Source Publication. FE947.
26. Khachatryan, H., and A. Hodges. 2014. Floriculture Crops Economic Outlook for 2014. UF/IFAS Extension, Electronic Data Information Source Publication. FE941.
27. Khachatryan, H., and H.J. Choi. 2013. Factors Affecting Consumer Preferences and Demand for Ornamental Plants. UF/IFAS Extension, Electronic Data Information Source Publication. FE938.

28. Khachatryan, H., and A. Hodges. 2013. Florida Nursery Crops and Landscaping Industry Economic Impacts, Situation, and Outlook. UF/IFAS Extension, Electronic Data Information Source Publication. FE946.

Non-Refereed Publications

Trade Magazine Articles

1. Khachatryan, H. "Targeting Consumers with Pollinator-related Promotions." Nursery Management Magazine, September, 2017.
2. Khachatryan, H. "Consumers Want to Help Pollinators." Green Profit Magazine, Ball Publishing Company, May 31, 2017.
3. Khachatryan, H, and A. Rihn. "Do Consumers Care About State Promotional Campaigns?" Green Profit Magazine, Ball Publishing Company, August 31, 2017.
4. Khachatryan, H, and A. Rihn. "State Promotions Work for Plants." BuZZ Tropical Topics e-Newsletter, Ball Publishing Company, May 11, 2017.
5. Khachatryan, H., and A. Rihn. "How to Improve Consumer Interest in Indoor Foliage Plants." Greenhouse Grower Magazine, 34(1), January, 2016.
6. Khachatryan, H., and A. Rihn. "Consumer Response to Novel Indoor Foliage Plant Attributes: Evidence from a Conjoint Experiment and Gaze Analysis." 2016 Neuromarketing World Forum Yearbook.
7. Guan, Z., D.H., Suh, H. Khachatryan, and F. Wu. Production, Trade, and the Impact of Mexican Competition on Florida Strawberry Industry. Berry Vegetable Times, 16(2): 11-13, 2016.
8. Hodges, A., H. Khachatryan, C. Hall, and M. Palma. 2015. "Production and Marketing Practices and Trade Flows in the United States Green Industry, 2013." Southern Cooperative Bulletin Series #420, ISBN: 1-58161-420-9.
9. Hodges, A.W., H. Khachatryan, C.R. Hall, and M.A. Palma. "Benchmarking Your Business: Take Aim." Cover Story, Nursery Management Magazine, April Issue, 2015.
10. Campbell, B.L., Behe, B.K., Khachatryan, H., Hall, C.R. and Dennis, J.M. "Gender Differences Associated with Local, Organic, and Sustainable Term Perceptions." Acta Horticulturae, 1090, 19-24, 2015.
11. Khachatryan, H., Behe, B.K., Hall, C.R., Campbell, B.L. and Dennis, J.H. "Environmental Concerns and Willingness to Pay for Sustainable Attributes." Acta Horticulturae, 1090, 39-43, 2015.
12. Behe, B.K., Hall, C.R., Campbell, B.L., Khachatryan, H. and Dennis, J.H. "The Use of

- Smartphone Technologies to Access Gardening Information.” *Acta Horticulturae*, 1090, 11-14, 2015.
13. Khachatryan, H., and A. Hodges. “U.S. Nursery and Floriculture Crops Outlook.” *Turf News*, (Jan-Feb), 52-53, 2014.
 14. Khachatryan, H., B. Behe, B. Campbell, C. Hall, and J. Dennis. “What Does Eye Tracking Reveal About the Effects of Buying Impulsiveness on the Horticultural Choice?” 2014 Neuromarketing World Forum Yearbook.
 15. Behe, B., B. Campbell, J. Dennis, C. Hall, and H. Khachatryan. “Help Your Customers Understand Green Words and Phrases.” *Today’s Garden Center*, April, 2014.
 16. Behe, B., B. Campbell, J. Dennis, C. Hall, and H. Khachatryan. “How To Know More About Your Online Audience.” *Today’s Garden Center*, April, 2014.
 17. Behe, B., B. Campbell, J. Dennis, C. Hall, and H. Khachatryan. “How To Profit From Being Environmentally Friendly.” *Today’s Garden Center*, 2014.
 18. Khachatryan, H. “Economic Indicators Update for Green Industry.” *The Grapevine: The Voice of the Dade FNGLA Chapter*, 16(7), June, 2011.

Technical Reports

1. Hodges, A., H. Khachatryan, C. Hall, and M. Palma. 2019. Executive Summary of Economic Contributions of the Green Industries in the United States in 2018. Prepared for AmericanHort. Economic Impact Analysis Program. Food and Resource Economics Department. University of Florida.
2. Hodges, A., H. Khachatryan, and C. Court. 2019. Economic Contributions of the Environmental Horticulture Industry in Florida in 2018. Prepared for Florida Nursery, Growers and Landscape Association. Economic Impact Analysis Program. Food and Resource Economics Department. University of Florida.
3. Khachatryan, H., and A. Rihn. 2018. Visual Attention to Trade Show Booths at the Tropical Plant International Expo. Prepared for National Horticulture Foundation. Food and Resource Economics Department and Mid-Florida Research and Education Center. University of Florida.
4. Khachatryan, H., and A. Rihn. 2018. *B2B Buyer Perceptions of Firm Reputation and Quality*. Prepared for National Horticulture Foundation. Food and Resource Economics Department and Mid-Florida Research and Education Center. University of Florida.
5. Khachatryan, H., and A. Rihn. 2017. Identifying the Best Trade Show Displays for Green Industry Stakeholders. Prepared for National Horticulture Foundation. Mid-Florida Research and Education Center. University of Florida.

6. Hodges, A., Khachatryan, H., Rahmani, M., and C. Court. 2016. *Economic Contributions of the Florida Environmental Horticulture Industry in 2015*. Prepared for Florida Nursery, Growers and Landscape Association. Economic Impact Analysis Program. Food and Resource Economics Department. University of Florida.
7. Khachatryan, H., and A. Rihn. 2015. *Promoting Plants to Aid Pollinators*. Prepared for AmericanHort. Horticulture Economics and Marketing Research Program. Mid-Florida Research and Education Center. University of Florida.
8. Khachatryan, H., A. Rihn, C. Hall, B. Behe, and B. Campbell. 2015. *The Effects of Pollinator Friendly Plant Labels on Consumers' Visual Attention and Purchase Preferences*. Prepared for AmericanHort. Horticulture Economics and Marketing Research Program. Mid-Florida Research and Education Center. University of Florida.
9. Khachatryan, H., A. Rihn, and M. Dukes. 2015. *Irrigation Water Usage in the United States*. Prepared for the Center for Landscape Conservation and Ecology. Horticulture Economics and Marketing Research Program. Mid-Florida Research and Education Center. University of Florida.
10. Khachatryan, H., A. Rihn, and M. Dukes. 2015. *Consumers Lawn Care and Fertilizer Use in the United States*. Prepared for the Center for Landscape Conservation and Ecology. Horticulture Economics and Marketing Research Program. Mid-Florida Research and Education Center. University of Florida.
11. Khachatryan, H., and A. Rihn. 2014. *Plant Consumer Perceptions of the Fresh from Florida Campaign*. Prepared for FDACS Marketing and Development Division. Horticulture Economics and Marketing Research Program. Mid-Florida Research and Education Center. University of Florida.
12. Khachatryan, H., and A. Rihn. 2014. *Consumer Preferences for Ornamental Landscape Plant Attributes*. Prepared for FDACS Marketing and Development Division. Horticulture Economics and Marketing Research Program. Mid-Florida Research and Education Center. University of Florida.
13. Khachatryan, H., and A. Rihn. 2014. *Consumer Preferences for Indoor Foliage Plant Attributes*. Prepared for FDACS Marketing and Development Division. Horticulture Economics and Marketing Research Program. Mid-Florida Research and Education Center. University of Florida.
14. Khachatryan, H., and A. Rihn. 2014. *Consumer Preferences for Fruit-producing Plant Attributes*. Prepared for FDACS Marketing and Development Division. Horticulture Economics and Marketing Research Program. Mid-Florida Research and Education Center. University of Florida.
15. Khachatryan, H., Zhou, G., and M. Dukes. 2014. *Homeowners' Preferences for Lawn Fertilizers in Florida*. Prepared for the Center for Landscape Conservation and Ecology. Horticulture

Economics and Marketing Research Program. Mid-Florida Research and Education Center. University of Florida.

16. Khachatryan, H., and A. Hodges. 2014. *Floriculture Crops Economic Outlook for 2014*. Prepared for Agricultural Commodity and Policy Outlook Conference. Horticulture Economics and Marketing Research Program. Mid-Florida Research and Education Center, University of Florida.
17. Khachatryan, H., A. Hodges, M. Rahmani, and T. Stevens. 2014. *Investigation of Economic Impacts of Florida's Highway Beautification Program*. Prepared for Florida Department of Transportation. Horticulture Economics and Marketing Research Program. Mid-Florida Research and Education Center. University of Florida.
18. Khachatryan, H., and H.J. Choi. 2013. *Investigation of Factors Affecting Consumer Preferences and Demand for Ornamental Plants*. Horticulture Economics and Marketing Research Program. Mid-Florida Research and Education Center. University of Florida.
19. Khachatryan, H., and A. Hodges. 2012. *Florida Nursery Crops and Landscaping Industry Economic Outlook for 2013*. Prepared for Agricultural Commodity and Policy Outlook Conference. Horticulture Economics and Marketing Research Program. Mid-Florida Research and Education Center, University of Florida.
20. Khachatryan, H., and K. Casavant. *The Relationship between U.S. Transport Infrastructure Improvements and International Trade*. Washington State Transportation Commission, 2011.
21. Khachatryan, H., J. Joireman and K. Casavant. FPTI Working Paper #3. *Investigating Consumer Preferences for Biofuels: The Effects of the Consideration of Future Consequences*. 2011. Transportation Research Group, Washington State University.
22. Hodges, A., T. Stevens, M. Rahmani and H. Khachatryan. *Economic Contributions of the Florida Environmental Horticulture Industry in 2010*. Prepared for Florida Nursery, Growers and Landscape Association. 2011. Economic Impact Analysis Program. Food and Resource Economics Department. University of Florida.
23. Casavant, K., M. Denicoff, E. Jessup, A. Taylor, D. Nibarger, D. Sears, H. Khachatryan, V. McCracken, M. Prater, J. O'Leary, N. Marathon, B. McGregor, S. Olowolayemo, B. Blanton, and M. Smith. *Study of Rural Transportation Issues*. USDA Agricultural Marketing Service, Washington DC, 2010. <http://www.ams.usda.gov/AMSV1.0/RuralTransportationStudy>
24. Khachatryan, H., K. Casavant, E. Jessup, J. Chen, S. Chen and C. Frear. *Waste to Fuels Technology: Evaluating Three Technology Options and the Economics for Converting Biomass to Fuels*. School of Economic Sciences. Washington State University. Final Report. Publication Number 09-07-058. Prepared for Washington State Department of Ecology under interagency agreement C0800273 with Washington State University. 2010.
25. Khachatryan, H., K. Casavant, and E. Jessup. *Cellulosic Feedstock Collection and Transportation Costs in the State of Washington*. Freight Policy Transportation Institute. School of Economic Sciences.

Washington State University. Interim Research Report. Prepared for Washington State Department of Ecology. Feb, 2009.

26. Khachatryan, H., E. Jessup, and K. Casavant. *Transportation of Mining/Mineral Survey: Final Report*. Research Report 21, Strategic Freight Transportation Analysis (SFTA), School of Economic Sciences, Washington State University. 2007.

PRESENTATIONS

- 2020 Southern Nursery Association Research Conference, Baltimore, MD.
UF Center for Landscape Conservation and Ecology Workshop, Gainesville, FL.
The IR-4 Ornamental Horticulture Pollinator Workshop, San Diego, CA.
International Association of Horticultural Producers Conference, Miami Beach, FL.
- 2019 Agricultural and Applied Economics Association Annual Meeting, Atlanta, GA.
American Society for Horticultural Science Annual Conference, Las Vegas, NV.
Southern Agricultural Economics Association Annual Conference, Birmingham, AL.
132nd Florida State Horticultural Society Annual Meetings, Orlando, FL.
World Congress of the Intl. Food and Agribusiness Management Assoc., Hangzhou, China.
Southern Nursery Association meetings, Baltimore, MD.
Urban Landscape Summit, University of Florida, Gainesville, FL.
American Society for Horticultural Science Webinar Series, Apopka, FL.
USDA SCRI Pollinator Project Stakeholder-Researcher Conference, Apopka, FL.
Northwest Center for Alternatives to Pesticides, Eugene, OR.
Mid-Florida Research and Education Center CBD Hemp Workshop, Apopka, FL.
Florida Association of Native Nurseries, The Native Plant Show, West Palm Beach, FL.
- 2018 Agricultural and Applied Economics Association Annual Meeting, Washington, D.C.
American Society for Horticultural Science Annual Conference, Washington, D.C.
Southern Agricultural Economics Association Annual Conference, Jacksonville, FL.
Annual Southern Nursery Association Research Conference, Baltimore, GA.
Department of Agricultural and Resource Economics, University of Wyoming, WY.
9th International IPM Symposium, Baltimore, MD.
Urban Landscape Summit, University of Florida, Gainesville, FL.
Ag Policy and Outlook Conference, University of Florida, Apopka, FL.
Florida Water Management Districts Workshop, Orlando, FL
USDA SCRI Pollinator Project Stakeholder-Researcher Conference, Apopka, FL.

- 2017 American Society for Horticultural Science Annual Conference, Waikoloa, HI.
 Agricultural and Applied Economics Association Annual Meeting, Chicago, IL.
 Southern Agricultural Economics Association Annual Conference, Mobile, AL.
 UF Center for Landscape Conservation and Ecology Webinar Series, Apopka, FL.
 UF Master Gardener Workshop, Mid-Florida Research and Education Center, Apopka, FL.
 Cultivate Trade Show, AmericanHort, Columbus, OH.
 Florida Association of Native Nurseries, The Native Plant Show, Bradenton, FL.
 Urban Landscape Summit, University of Florida, Gainesville, FL.
 National Horticulture Foundation, Orlando, FL.
- 2016 American Society for Horticultural Science Annual Conference, Atlanta, GA.
 Agricultural and Applied Economics Association Annual Conference, Boston, MA.
 International Food and Agribusiness Management Association, Aarhus, Denmark.
 129th Florida State Horticultural Society Annual Meetings, Stuart, FL.
 UF Master Gardener Workshop, Mid-Florida Research and Education Center, Apopka, FL.
 Northeast Greenhouse Conference and Expo, Boxborough, MA.
 FNGLA Annual Citrus Nursery Workshop, Apopka, FL.
 UF/IFAS Central District Extension Symposium, Tavares, FL.
 Florida Association of Native Nurseries, The Native Plant Show, Kissimmee, FL.
 Urban Landscape Summit, University of Florida, Gainesville, FL.
 Food and Resource Economics Department In-Service-Training Series, Apopka, FL.
- 2015 International Interdisciplinary Business-Economics Advancements Conference, Miami, FL.
 International Conference of Agricultural Economists, Milan, Italy.
 American Society for Horticultural Science Annual Conference, New Orleans, LA.
 Agricultural and Applied Economics Association Annual Meeting, San Francisco, CA.
 Annual Southern Nursery Association Research Conference, Atlanta, GA.
 Association Annual Conference, Yerevan, Armenia.
 Florida State Horticultural Society Annual Conference, St. Augustine, FL.
 International Interdisciplinary Business-Economics Conference, Fort Lauderdale, FL.
 Connecticut Department of Agriculture and University of Connecticut, New Haven, CT.
 Mid-Florida Research and Education Center In-Service-Training, Apopka, FL.
 International Center for Agribusiness Research and Education, Yerevan, Armenia.
 Nursery Management Magazine's "Increasing Profits" Virtual Conference.
 Carson School of Business, Washington State University, Pullman, WA.
 FNGLA Annual Citrus Nursery Division Annual Conference, Apopka, FL.

- Florida Association of Native Nurseries, The Native Plant Show, Kissimmee, FL.
 American Flower Endowment Annual Meeting, MREC, Apopka, FL.
 The IR-4 Ornamental Horticulture Pollinator Workshop, Baltimore, MD.
- 2014 Tobii Eye Track Behavior Conference 2014. Washington, D.C.
 American Society for Horticultural Science Annual Conference, Orlando, FL.
 Agricultural and Applied Economics Association Annual Conference, Minneapolis, MN.
 Florida State Horticultural Society Annual Meetings, Clearwater Beach, FL.
 Southern Agricultural Economics Association Annual Conference, Dallas, TX.
 UF Center for Landscape Conservation and Ecology Webinar Series, Apopka, FL.
 FNGLA Annual Citrus Nursery Division Annual Conference, Apopka, FL.
 Florida Department of Transportation, Tallahassee, FL.
- 2013 North American Meetings of the Regional Science Association International, Atlanta, GA.
 Armenian Economic Association Conference, Yerevan, Armenia.
 International Society for Horticultural Science, Portland, OR.
 Agricultural and Applied Economics Association Annual Conference, Washington D.C.
 American Society for Horticultural Science Annual Conference, Palm Desert, CA.
 Northern Agricultural and Resource Economics Association Meetings, Ithaca, NY.
 Florida State Horticultural Society Annual Meetings, Sarasota, FL.
 Southern Agricultural Economics Association Annual Conference, Orlando, FL.
 UF Center for Landscape Conservation and Ecology Workshop, Apopka, FL.
 Mid-Florida Research and Education Center, Workshop, Apopka, FL.
 Agricultural Commodity and Policy Outlook Conf., University of Florida, Gainesville, FL.
 Plant Growth Regulation Society of America, Orlando, FL.
- 2012 American Society for Horticultural Science Annual Conference, Miami, FL.
 UF Center for Landscape Conservation and Ecology Workshop, Apopka, FL.
 Agricultural Commodity and Policy Outlook Conference, UF, Gainesville, FL.
 Central Florida Green Team Meeting. MREC, Apopka, FL.
 The Landscape Show, Florida Nursery, Growers and Landscape Association, Orlando, FL.
 Mid-Florida Research and Education Center, Workshop, Apopka, FL.
 Graduate Student Symposium, 53rd Transportation Research Forum, Tampa, FL.
- 2011 North American Meetings of the Regional Science Association International, Miami, FL.
 American Society for Horticultural Science Annual Conference, Waikoloa, HI.
 Pacific Northwest Regional Economic Conference, Victoria, BC.
 International Food and Agribusiness Management Association, Frankfurt, Germany.

- The Landscape Show, Florida Nursery, Growers and Landscape Association, Orlando, FL.
Washington State Transportation Commission, Olympia, WA.
- 2010 World Conference of the Spatial Econometrics Association Conference, Chicago, IL.
Pacific Northwest Regional Economic Conference, Missoula, MT.
Transportation Research Forum, Washington D.C.
Washington State University Academic Showcase, Pullman, WA.
Mid-Florida Research and Education Center, Workshop, Apopka, FL.
Food and Resource Economics Department, University of Florida, Gainesville, FL.
Mid-Florida Research and Education Center, University of Florida, FL.
- 2009 Regional Science Association International, San Francisco, CA.
Transportation Research Forum, Portland, OR.
Washington State University Academic Showcase, Pullman, WA.
Washington State Department of Ecology, Lacey, WA
- 2008 Regional Science Association International, Brooklyn, NY.
Pacific Rim Summit on Industrial Biotechnology and Bioenergy, Vancouver, B.C., Canada.
International Food and Agribusiness Management Association Conference, Monterey, CA.
Canadian Transportation Research Forum, Fredericton, New Brunswick, Canada.
Pacific Northwest Regional Economic Conference, Tacoma, WA.
Transportation Research Forum, Fort Worth, TX.
Washington State University Academic Showcase, Pullman, WA.
- 2007 International Food and Agribusiness Management Association Conference, Parma, Italy.
Canadian Transportation Research Forum, Winnipeg, Canada.
Transportation Research Forum, Boston, MA.
Washington State University Academic Showcase, Pullman, WA.

PROFESSIONAL SERVICE

Academic Associations Service

- 2019-2020 **Chair-Elect**, Specialty Crops Economics Section, Agricultural and Applied Economics Association.
- 2019-present **Editorial Board Member**, Environmental and Resource Economics Review, Korea Resource Economics Association.
- 2018-2021 **Editorial Council Member**, Choices Magazine, Agricultural and Applied Economics Association.

- 2018-2019 **Member**, Specialty Crops Economics Section Awards Committee, Agricultural and Applied Economics Association.
- 2015-2016 **Founding Member**, Experimental Economics Section, Agricultural and Applied Economics Association.
- 2015-2016 **Founding Member**, Specialty Crop Economics Section, Agricultural and Applied Economics Association.

University and College Level Service

- 2015-2018 **Faculty Assembly Representative**, University of Florida Institute of Food and Agricultural Sciences Faculty Assembly.
- 2013-2016 **Senator**, Faculty Senate, University of Florida.
- 2012-2016 **Advisory Board Member**, International Center for Agribusiness Research and Education.
- 2012-2015 **Faculty Assembly Representative**, University of Florida Institute of Food and Agricultural Sciences.
- 2013-2014 **Member**, Smith-Lever Act 100th Anniversary Task Force, University of Florida.

Departmental Service

- 2019-2020 **Chair**, Search and Screen Committee, UF/IFAS Food and Resource Economics Department and Tropical Research and Education Center, Assistant Professor position in Agricultural Economics.
- 2019-2020 **Member**, FRED Steering Committee, UF/IFAS Food and Resource Economics Department.
- 2018-2021 **Member**, FRED Admissions Committee, UF/IFAS Food and Resource Economics Department.
- 2018-2019 **Member**, Search and Screen Committee, UF/IFAS Family, Youth and Community Sciences and MREC, Assistant Professor in Community Food Systems position.
- 2018-present **Chair**, Assistant Professor Mentorship Committee, UF/IFAS Food and Resource Economics Department.
- 2017-2018 **Member**, Search and Screen Committee (Assistant Professor position), UF/IFAS Mid-Florida Research and Education Center.
- 2016-2017 **Member**, Search and Screen Committee (Assistant Professor in Economic Impact Analysis and Regional Science position), UF/IFAS Food and Resource Economics Department.
- 2015-2016 **Member**, Search and Screen Committee (Center Director position), UF Food and Resource Economics Department and Mid-Florida Research and Education Center.
- 2015-2016 **Member**, Food Systems Committee, Food Systems Initiative for UF/IFAS Central Florida District.

- 2014-2015 **Member**, Search and Screen Committee (Center Director position), UF Food and Resource Economics Department and Mid-Florida Research and Education Center.
- 2014-2015 **Member**, Search and Screen Committee Service, UF Food and Resource Economics Department and Mid-Florida Research and Education Center.
- 2014-2015 **Member**, Review Committee, Awards of Excellence for Graduate Research, UF/IFAS.
- 2013-2014 **Member**, Search and Screen Committee (Ornamental and Landscape Invasive Weed Management), UF Food and Resource Economics Department and Mid-Florida Research and Education Center.
- 2013-2014 **Member**, Review Committee, Best Doctoral Dissertation Award, UF.
- 2011-2015 **Member**, Greenhouse Production Advisory Committee, UF/IFAS Orange County Extension.
- 2011-2012 **Member**, MREC Research Field Day Organizational Committee.

Multistate Research Project Administration

- 2017-2019 **Chairman**, S1065 USDA Multistate Research Project /Green Industry Research Consortium (Sustainable Practices, Economic Contributions, Consumer Behavior, and Labor Management in the U.S. Environmental Horticulture Industry).
- 2016-2017 **Secretary**, S1051 USDA Multistate Research Project /Green Industry Research Consortium.
- 2014-2018 **Organizer and Host**, S1065 USDA Multistate Research Project Meeting /Green Industry Research Consortium.

AWARDS

- 2017 University of Florida Term Professorship, College of Agricultural and Life Sciences, University of Florida.
- 2016 Best Paper Award, Innovation Category, International Food and Agribusiness Management Association, 26th Annual World Conference, Aarhus, Denmark.
- 2012 Superior Service Award from USDA Agricultural Marketing Service for the Department of Transportation Study of Rural Transportation Issues project.
- 2010 Washington State University Research Assistant of the Year Award, Pullman, WA.
- 2008 Organization of Istanbul Armenians Scholarship.
- 2008 Best Paper Award Runner Up, Canadian Transportation Research Forum, Fredericton, New Brunswick, Canada.

- 2008 Agricultural and Rural Transportation Paper, Second Award, Transportation Research Forum, Fort Worth, Texas.
- 2006 Organization of Istanbul Armenians Scholarship.

Ad Hoc Reviewer

Applied Economics, Agricultural and Resource Economics Review, Canadian Journal of Agricultural Economics, Journal of Environmental Psychology, International Food and Agribusiness Management Review, Journal of the Transportation Research Forum, HortTechnology, HortScience, Journal of Food Distribution Research, Landscape and Urban Planning.

PROFESSIONAL MEMBERSHIP

Agricultural and Applied Economics Association (2008-present), American Society for Horticultural Science (2010-present), American Economic Association (2010-2012), Armenian Economic Association (2013-2015), International Food and Agribusiness Management Association (2007, 2008, 2011, 2016, 2019), Southern Agricultural Economics Association (2013-2014, 2019), Florida State Horticultural Society (2013-2016, 2019), International Society for Horticultural Science (2013), Spatial Econometrics Association (2010), Transportation Research Forum (2006-2011), Canadian Transportation Research Forum (2007-2008), Regional Science Association International (2008-2011, 2013).

LANGUAGE SKILLS: Armenian (native), Russian (full professional proficiency).