

May 2016

Olga Isengildina-Massa

Associate Professor
Department of Agricultural and Applied Economics
Virginia Tech University
313 Hutcheson Hall (0401)
250 Drillfield Drive
Blacksburg, VA 24061
Phone: 540-231-0891
Fax: 540-231-7417
E-mail: oimassa@vt.edu

EDUCATION

Ph.D., Mississippi State University, 2000, Agricultural Economics, Finance minor
M.S., Mississippi State University, 1996, Agricultural Economics
B.A., Tashkent State University, 1993, English Philology

EXPERIENCE

Virginia Tech University, 2015-Present, Associate Professor in the Department of Agricultural and Applied Economics

University of Texas at Arlington, 2012-2015, Associate Clinical Professor in the Department of Economics

Clemson University, 2013-present, Adjunct Associate Professor in the School of Agricultural, Forest and Environmental Sciences

Clemson University, 2012-2013, Associate Professor in the John E. Walker Department of Economics

Clemson University, 2011-2012, Assistant Professor in the John E. Walker Department of Economics

Clemson University, 2006-2011, Assistant Professor in the Department of Applied Economics and Statistics

University of Illinois at Urbana-Champaign, 2001-2006, Visiting Scholar in the Department of Agricultural and Consumer Economics

University of Georgia, 2000-2001, Post-Doctoral Research Associate in the Department of Agricultural and Applied Economics

Mississippi State University, 1993-2000, Graduate Research Assistant in the Department of Agricultural Economics

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East Mississippi Community College, 1999, Lecturer

International Cotton Advisory Committee, 1995, Intern

HONORS AND AWARDS

Third Place, Southern Economics Association Poster Competition, February 2013.

Journal of Agricultural and Resource Economics, Outstanding Reviewer Award, 2012.

Clemson University College of Business and Behavioral Science, Graduate Teaching Excellence Award, 2011-2012.

Nominated for the Board of Directors of Southern Agricultural Economics Association, September 2010.

Member of the Honor Society of Agriculture Gamma Sigma Delta. March 1995 – Present.

RESEARCH PROGRAM ACTIVITIES

Refereed Journal Publications

1. Zapata, S.D., O. Isengildina-Massa, C.E. Carpio, and R.D. Lamie “Does E-Commerce Help Farmers’ Markets? Measuring the Impact of MarketMaker.” *Journal of Food Distribution Society*, in press.
2. Xie, R., O. Isengildina-Massa, J. Sharp, and J. Dwyer. “The Impact of Public and Semi-Public Information on Cotton Futures Markets.” *Applied Economics*, 48:36(2016):3416-3431.
3. Xie, R., O. Isengildina-Massa, and J. Sharp. “Can Rationality of USDA’s Fixed-Event Crop Forecasts Be Improved?” *Advances in Business and Management Forecasting*, 11(2016):117-146.
4. Carpio, C.E., and O. Isengildina-Massa. “Does Government Sponsored Advertising Increase Social Welfare? A Theoretical and Empirical Investigation.” *Applied Economic Perspectives and Policy*, 38:2(2016):239-259.
5. Hughes, D.W., and O. Isengildina-Massa. “Keeping Dollars Home: The Economic Impact of the Farmers’ Markets and the South Carolina Locally Grown Campaign.” *Food Policy*, 24 (July 2015): 78-84.
6. Xie, R., O. Isengildina-Massa, and C.E. Carpio. “The Biggest Bang for your Buck: Disentangling the Impacts of Various Components of Government Funded Advertising on Participating Restaurants.” *Journal of Agricultural and Applied Economics*, 46 (2) (May 2014): 193-208.

7. Zapata, S.D., C.E. Carpio, O. Isengildina-Massa, and R.D. Lamie “Producers’ Willingness to Pay for the Services Provided by an Electronic Trade Platform: The Case of MarketMaker.” *Journal of Agricultural and Resource Economics*, 38(3) (December 2013): 359-378.
8. Isengildina, O., B. Karali, S.H. Irwin. “When do the USDA Forecasters Make Mistakes?” *Applied Economics*, Vol. 45 (2013), No. 36, 5086–5103.
9. Isengildina, O., S.H. Irwin, and D.L. Good. “Do Big Crops Get Bigger and Small Crops Get Smaller? Further Evidence on Smoothing in USDA Production Forecasts.” *Journal of Agricultural and Applied Economics*, 45(1) (February 2013): 95-107.
10. Isengildina-Massa, O. and J.L. Sharp. "Evaluation of USDA Interval Forecasts Revisited: Asymmetry and Accuracy of Corn, Soybean, and Wheat Prices" *Agribusiness: An International Journal*, 28(3) (Summer 2012): 310-323.
11. Isengildina-Massa, O., S. MacDonald and R. Xie. “Comprehensive Evaluation of USDA Cotton Forecasts.” *Journal of Agricultural and Resource Economics*, 37(1) (April 2012): 98-113.
12. Zapata, S., C.E. Carpio, O. Isengildina-Massa and D. Lamie, D. "Do Internet-Based Promotion Efforts Work? Evaluating MarketMaker.” *Journal of Agribusiness*, 29 (1) (2011): 159-180.
13. Isengildina-Massa, O., S.H. Irwin, D.L. Good and L. Massa. "Empirical Confidence Intervals for WASDE Forecasts of Corn, Soybean, and Wheat Prices." *Applied Economics*, 43 (2011): 3789-3803.
14. Isengildina, O., S.H. Irwin, D.L. Good. “Quantile Regression Methods of Estimating Confidence Intervals for WASDE Price Forecasts.” *Journal of Agricultural and Resource Economics*, 35 (3) (2010): 545-567.
15. Carpio, C.E., and Isengildina, O. “To Fund or Not to Fund: Assessment of the Potential Impact of a Regional Promotion Campaign.” *Journal of Agricultural and Resource Economics*, 35(2) (2010): 245-260.
16. Carpio, C.E., and Isengildina, O. “Willingness to Pay for Locally Grown Products: The Case of State Grown Products in South Carolina.” *Agribusiness: An International Journal*, 25(3) (2009): 412-426.
17. Isengildina-Massa, O., S.H. Irwin, D.L. Good, and J.K. Gomez. “The Impact of WASDE Reports on Implied Volatility in Corn and Soybean Markets.” *Agribusiness: An International Journal*, 24(4) (Autumn 2008):473-490.
18. Isengildina-Massa, O., S.H. Irwin, D.L. Good, and J.K. Gomez. “The Impact of Situation and Outlook Information in Corn and Soybean Futures Markets: Evidence from WASDE Reports.” *Journal of Agricultural and Applied Economics*, 40 (1) (April 2008): 89-104.

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19. Pennings, J.M.E., O. Isengildina-Massa, S.H. Irwin, P. Garcia, D.L. Good. "Producers' Complex Risk Management Choices." *Agribusiness: An International Journal*, 24(1) (Winter 2008):31-54.
20. Isengildina, O., S.H. Irwin, D.L. Good. "Are Revisions to USDA Crop Production Forecasts Smoothed?" *American Journal of Agricultural Economics*, 88(4) (November 2006):1091-1104.
21. Isengildina, O., S.H. Irwin, and D.L. Good. "The Value of USDA Situation and Outlook Information in Livestock and Hogs Markets." *Journal of Agricultural and Resource Economics*, 31(2) (August 2006):262-282.
22. Isengildina, O., J.M.E. Pennings, S.H. Irwin, D.L. Good. "Crop Farmer's Use of Market Advisory Services." *Journal of International Food and Agribusiness Marketing*, 18(3) (2006):67-86.
23. Pennings, J.M.E., O. Isengildina, S.H. Irwin, and D.L. Good. "Heterogeneity in the Likelihood of Market Advisory Service Use by U.S. Crop Producers," *Agribusiness: An International Journal* 21(1) (Winter 2005):109-128.
24. Pennings, J.M.E., O. Isengildina, S.H. Irwin, and D.L. Good. "The Impact of Market Advisory Service Recommendations on Producers' Marketing Decisions." *Journal of Agricultural and Resource Economics* 29(2) (August 2004):308-327.
25. Isengildina, O., S.H. Irwin, and D.L. Good. "Evaluation of USDA Interval Forecasts of Corn and Soybean Prices." *American Journal of Agricultural Economics* 84(4) (November 2004):990-1004.
26. Isengildina, O., and M. D. Hudson. "Cotton Producers' Use of Selected Marketing Strategies." *Journal of Cotton Science* 5(2001):206-217.

Working Papers

1. Isengildina-Massa, O., Berna Karali and Scott H. Irwin. "Market Reaction to Inefficiencies in USDA Crop Production Forecasts."
2. Isengildina-Massa, O., B. Karali, S.H. Irwin and M. Adjemian. "The Value of USDA Situation and Outlook Information in the Big Data Era."
3. B. Karali, O. Isengildina-Massa, S.H. Irwin and M. Adjemian. "Changes in Informational Value and Market Reaction to USDA Reports in the Big Data Era."
4. Isengildina-Massa, O., F. Mattos and C. Carpio. "Tradeoff between Accuracy and Informativeness in Price Interval Forecasts."

Other Publications

May 2016

1. Isengildina-Massa, O. "What Do Prospective Plantings Tell Us About Planted Acreage?" *farmdoc daily* (6):59, Department of Agricultural and Consumer Economics, University of Illinois at Urbana-Champaign, March 25, 2016.
2. Carpio, C.E., O. Isengildina-Massa, R. D. Lamie, and S.D. Zapata. "Does E-Commerce Help Agricultural Markets? The Case of MarketMaker." *Choices*, 4th Quarter 2013.
3. Isengildina-Massa, O., and S. MacDonald. "Forecasting U.S. Cotton Prices in a Changing Market." *Advances in Business and Management Forecasting* 9(2013):91-113.
4. Zapata, S., D. Lamie, D., C.E. Carpio, and O. Isengildina-Massa. "Evaluating the Impact of an Electronic Food Marketing Network." Research Update. *Journal of Food Distribution Research*, 41(1) (2010):131.
5. Ward, C.W, A. Flanders, O. Isengildina, and F.C. White. "Efficiency of Alternative Technologies and Cultural Practices for Cotton in Georgia." *AgBioForum* 5, 1(2002):10-13.

Conference Proceedings (Reviewed)

1. B. Karali, O. Isengildina-Massa, S.H. Irwin and M. Adjemian. "Changes in Informational Value and Market Reaction to USDA Reports in the Big Data Era." Selected Paper, *Agricultural and Applied Economics Association Annual Meeting*, Boston, MA, July 31-August 2, 2016.
2. Isengildina-Massa, O., Berna Karali and Scott H. Irwin. "Market Reaction to Inefficiencies in USDA Crop Production Forecasts." Selected Paper, *Agricultural and Applied Economics Association Annual Meeting*, Boston, MA, July 31-August 2, 2016.
3. Isengildina-Massa, O., B. Karali, S.H. Irwin and M. Adjemian. "The Value of USDA Situation and Outlook Information in the Big Data Era." Selected paper presented at the NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, St. Louis, Missouri, April 18-19, 2016.
4. Isengildina-Massa, O, and F. Mattos. "Precision-Informativeness Tradeoff in Interval Forecast Comparison." Selected paper presented at the NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, St. Louis, Missouri, April 22-21, 2015.
5. Xie, R., O. Isengildina-Massa, and J.L. Sharp. "Quantifying the Public Information Effects on the Cotton Market." Selected paper presented at the NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, St. Louis, Missouri, April 21-22, 2014.
6. Xie, R., O. Isengildina-Massa, and J.L. Sharp. "Are Revisions of USDA's Commodity Forecasts Efficient?" Selected Paper 2014 Annual Meetings of the *Southern Agricultural Economics Association*, Dallas, TX, February, 2014.

7. Isengildina-Massa, O, and J. Sharp. "Interval Forecast Comparison." Selected Paper, *Agricultural and Applied Economics Association Annual Meeting*, Washington, DC, 4-6 August, 2013.
8. C. Carpio and O. Isengildina-Massa. "Does Government Sponsored Advertising Increase Social Welfare?" Selected Paper, *Agricultural and Applied Economics Association Annual Meeting*, Washington, DC, 4-6 August, 2013.
9. O. Isengildina-Massa, Zapata, S.D., C.E. Carpio, and R.D. Lamie. "Does E-Commerce Help Farmers' Markets? Measuring the Impact of MarketMaker." Selected Poster, *Agricultural and Applied Economics Association Annual Meeting*, Washington, DC, 4-6 August, 2013.
10. Isengildina, O., Xie, R., S. MacDonald and J. Sharp. "Smoothing in USDA Commodity forecasts." Selected paper presented at the NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, St. Louis, Missouri, April 22-23, 2013.
11. Zapata, S.D., C.E. Carpio, O. Isengildina-Massa and R.D. Lamie. "Producers Willingness to Pay for the Services Provided by an Electronic Trade Platform: The Case of MarketMaker." Selected Poster 2013 Annual Meetings of the *Southern Agricultural Economics Association*, Orlando, FL, 3-5 February, 2013.
12. Zapata, S.D., C.E. Carpio, O. Isengildina-Massa and R.D. Lamie. "The Economic Impact of an E-Commerce Website", Poster Presentation, *SACNAS National Conference*, Seattle, WA, 10-14 October, 2012.
13. MacDonald, S. and O. Isengildina-Massa. "Information Rigidity and Correcting Inefficiency in USDA's Commodity Forecasts." 2012 AAEA Annual Meeting, Seattle, Washington, August 12-13, 2012.
14. Xie, R., Isengildina-Massa, O., and C.E. Carpio. "How do restaurants benefit from a various components of a regional promotion campaign?" 2012 AAEA Annual Meeting, Seattle, Washington, August 12-13, 2012.
15. Isengildina, O., B. Karali, S.H. Irwin. "When do the USDA forecasters make mistakes?" 2012 AAEA Annual Meeting, Seattle, Washington, August 12-13, 2012.
16. Fischer, M.J., O. Isengildina-Massa, C.E. Curtis, and K.A. Boys. "Back to the Basics: What Does the Market Tell Us about Basis?" Agricultural & Applied Economics Association's 2011 AAEA & NAREA Joint Annual Meeting, Pittsburgh, Pennsylvania, July 24-26, 2011.
17. Zapata, S.D., O. Isengildina-Massa, D. Lamie, and C. Carpio. "Do internet-based promotional effort works? Evaluating MarketMaker". Paper presented at the *Western Education/Extension and Research Activities Annual Meeting*, Las Vegas, NV, June 12-14, 2011.

18. Isengildina-Massa, O., S. MacDonald, and R. Xie. "A Comprehensive Evaluation of USDA Cotton Forecasts." Selected paper presented at the NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, St. Louis, Missouri, April 18-19, 2011.
19. Isengildina-Massa, O., Tysinger, D., Gerard, P., and MacDonald, S. "What Can We Learn from Our Mistakes? Evaluating the Benefits of Correcting Inefficiencies in USDA Cotton Forecasts." Selected Paper presented at the Southern Agricultural Economics Association Meeting, Corpus Christi, TX. February 5-8, 2011.
20. Isengildina-Massa, O., Sharp, J. L., Zhang, J., and Campbell, W. "Evaluation of Asymmetries in USDA Interval Forecasts of Corn, Soybean and Wheat Prices." AAEA, CAES, & WAEA Joint Annual Meeting. Denver, Colorado, July 25-27, 2010.
21. S. Zapata, Lamie, R. D., O. Isengildina-Massa, and C. E. Carpio, "Evaluating MarketMaker: Analyzing the Impact of an Electronic Food Marketing Network", Selected Poster 2010 Annual Meetings of the Southern Agricultural Economics Association, Orlando, FL, February 2010.
22. Zapata, S., D. Lamie, D., O. Isengildina-Massa, C.E. Carpio. "Evaluating the Impact of an Electronic Food Marketing Network." 2009 Conference of the Food Distribution Research Society, Broomfield, Colorado, October 31-November 4, 2009.
23. Isengildina, O. and S. MacDonald. "Cotton Prices and the World Cotton Market: Forecasting and Structural Change." Selected Paper presented at AAEA 2009 Annual Meetings, Milwaukee, Wisconsin, July 25-29.
24. Carpio, C.E., and Isengildina, O. "Measuring the Potential Economic Impact of a Regional Agricultural Promotion Campaign: The Case of South Carolina." Selected Paper presented at SAEA 2009 Annual Meetings, Atlanta, Georgia, February 2009.
25. Isengildina, O., S.H. Irwin, D.L. Good. "Quantile Regression Methods of Estimating Confidence Intervals for WASDE Price Forecasts." Selected Paper presented at AAEA 2008 Annual Meetings, Orlando, Florida, July 25-29.
26. Carpio, C.E., and Isengildina, O. "Willingness to Pay for Locally Grown Products: The Case of State Grown Products in South Carolina." Selected Paper presented at SAEA 2008 Annual Meetings, Dallas, Texas, February 2008.
27. Carpio, C.E., and Isengildina, O. "Evaluation of the Economic Impact of the SC Agricultural Marketing and Branding Campaign." Selected paper presented at the 47th Southern Regional Science Annual Meeting, Arlington, VA-Washington, DC, March 27-30, 2008.
28. D.W. Hughes, D. Eades, K. Robinson, C. Carpio, O. Isengildina, and C. Brown. "What Does Regional Science Have to Say About Local Food Systems? Selected paper presented at the 47th Southern Regional Science Annual Meeting, Arlington, VA-Washington, DC, March 27-30, 2008.

29. D.W. Hughes, D. Eades, K. Robinson, C. Carpio, O. Isengildina, and C. Brown. "What is the Deal with Local Food Systems: Or, Local Food Systems from a Regional Science Perspective." North American Regional Science Council Annual Meeting, Savannah, GA, Nov. 7-8, 2007.
30. Olga Isengildina-Massa, S.H. Irwin, and D.L. Good. "Do Big Crops Get Bigger and Small Crops Get Smaller? Further Evidence on Smoothing in USDA Production Forecasts." Paper presented at the NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, Chicago, Illinois, April 16-17, 2007, available at <http://www.agecon.lib.umn.edu>.
31. Olga Isengildina-Massa, Charles E. Curtis, Jr., William C. Bridges, Jr., and Minhuan Nian. "Accuracy of Implied Volatility Approximations Using "Nearest-to-the-Money" Option Premiums." Selected Paper presented at SAEA 2007 Annual Meetings, Mobile, Alabama, February 2007.
32. Curtis, C.E., O. Isengildina-Massa, and A. Hummel. "Is there a "Right" Time to Buy Options Pre-Harvest?" Selected Paper presented at SAEA 2007 Annual Meetings, Mobile, Alabama, February 2007.
33. Curtis, C.E., O. Isengildina, and A. Hummel. "Is there a "Right" Time to Buy Options Pre-Harvest?" 2007 *Beltwide Cotton Conferences, Proceedings*, Cotton Economics and Marketing Conference, National Cotton Council, Memphis, TN.
34. Botto, A.C., Isengildina, O., S.H. Irwin, D.L. Good. "Accuracy Trends and Sources of Forecast Errors in WASDE Balance Sheet Categories for Corn and Soybeans." Selected Paper presented at AAEA 2006 Annual Meetings, Long Beach, California, July 14-17.
35. Isengildina, O., S.H. Irwin, D.L. Good. "Empirical Confidence Intervals for WASDE Forecasts of Corn, Soybean, and Wheat Prices." Paper presented at the NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, St. Louis, Missouri, April 18-19, 2006, available at <http://www.agecon.lib.umn.edu>.
36. Pennings, J.M.E., O. Isengildina, S.H. Irwin, P. Garcia, J.M. Frank, and W.E. Kuiper. "Bracketing and Producers' Complex Risk Management Decisions." Selected Paper presented at AAEA 2005 Annual Meetings, Providence, Rhode Island, July 24-27.
37. Isengildina, O., S.H. Irwin, D.L. Good. "The Value of USDA Situation and Outlook Information in Hog and Cattle Markets." Paper presented at the NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, St. Louis, Missouri, April 18-19, 2005, available at <http://www.agecon.lib.umn.edu>.
38. Isengildina, O., S.H. Irwin, D.L. Good. "Does the Market Anticipate Smoothing in USDA Crop Production Forecasts?" Selected Paper presented at AAEA 2004 Annual Meetings, Denver, Colorado, August 4-6, available at <http://www.agecon.lib.umn.edu>.

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39. Pennings, J.M.E., O. Isengildina, S.H. Irwin, and D.L. Good. "The Impact of Market Advisory Service Recommendations on Producers' Marketing Decisions." Selected Paper presented at AAEA 2004 Annual Meetings, Denver, Colorado, August 4-6, available at <http://www.agecon.lib.umn.edu>.
40. Isengildina, O., S.H. Irwin, D.L. Good. "Are Revisions to USDA Crop Production Forecasts Smoothed?" Paper presented at the NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, St. Louis, Missouri, April 21-22, 2004, available at <http://www.agecon.lib.umn.edu>.
41. Isengildina, O., S.H. Irwin, D.L. Good. "USDA Interval Forecasts of Corn and Soybean Prices: Overconfidence or Rational Inaccuracy?" Paper presented at the NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, St. Louis, Missouri, April 21-22, 2003, available at <http://www.agecon.lib.umn.edu>.
42. Ward, C.W., O. Isengildina, and F.C. White. "Comparison of Conventional and Transgenic Technologies under Alternative Cultural Practices for Cotton in Georgia." Selected Paper presented at AAEA 2001 Annual Meetings, Chicago, Illinois, August 2001, available at <http://www.agecon.lib.umn.edu>.
43. Isengildina, O., and M.D. Hudson. "Factors Affecting Hedging Decisions Using Evidence from the Cotton Industry." Paper presented at the NCR-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management. St. Louis, Missouri, April 23-24, 2001, available at <http://www.agecon.lib.umn.edu>.
44. Isengildina, O., and M.D. Hudson. "Choice of Primary Marketing Strategies by Cotton Producers." Selected Paper presented at SAEA 2001 Annual Meetings, Dallas, Texas, February 2001.
45. Isengildina, O., C.W. Herndon, and O.A. Cleveland. "Using a Cotton Options Strategy to Manage Price Risk and Increase Revenues." Selected Papers Abstracts. *American Journal of Agricultural Economics* 81, 5, (1999):1310-1311.
46. Spurlock, S., B.J. Barnett, O. Isengildina, S. Dhar, S. Meerungruang, G. Mumma, and O. Murova. "Evaluating Crop and Revenue Insurance Purchase Decisions in the Mid-South." Selected Papers Abstracts. *Journal of Agricultural and Applied Economics* 30, 1, (July 1998):239.

Conference Proceedings (Unreviewed)

43. Carpio, C.E., O. Isengildina-Massa, and D.W. Hughes. "The Economic Impact of State Agricultural Branding Campaigns: The Case of South Carolina." Agricultural & Applied Economics Association's 2011 AAEA & NAREA Joint Annual Meeting, Pittsburgh, Pennsylvania, July 24-26, 2011.

44. Carpio, C.E., O. Isengildina-Massa, and D.W. Hughes “Nothing’s Fresher, Nothing’s Finer: The Certified South Carolina Grown Program.” presented at the 2011 Southern Agricultural Economics Association Annual meetings, Corpus Christy, TX, February 5-8, 2011.
45. Lamie, R. D., S. Zapata, O. Isengildina-Massa, and C. E. Carpio, "Evaluating MarketMaker: Analyzing the Impact of an Electronic Food Marketing Network", Poster Presentation, National Value-Added Agriculture Conference, Moline, IL 1-3 June 2009.
46. R. David Lamie, Samuel Zapata, Olga Isengildina-Massa, and Carlos E. Carpio. “Evaluating MarketMaker: Analyzing the Impact of an Electronic Food Marketing Network and its Capacity to Improve Efficient Market Access for Small to Midsized Farmers and Food Entrepreneurs.” Presented at “Enhancing Local and Regional Food Systems: Exploring the Research, What Works, and What We Need to Learn” Conference, 19-20 May 2009, Kerhonkson, NY
47. Ward, C.W., O. Isengildina, and Fred C. White. “Comparison of Conventional and Transgenic Technologies under Alternative Cultural Practices for Cotton in Georgia.” 2002 *Beltwide Cotton Conferences, Proceedings*, Cotton Economics and Marketing Conference, National Cotton Council, Memphis, TN.
48. Isengildina, O., and M.D. Hudson. “Selection of Primary Marketing Strategies by Cotton Producers.” 2001 *Beltwide Cotton Conferences, Proceedings*, Cotton Economics and Marketing Conference, National Cotton Council, Memphis, TN:233-236.
49. Isengildina, O., M.D. Hudson, O.A. Cleveland, and C.W. Herndon. “Using a Cotton Options Strategy to Increase Revenues.” 2000 *Beltwide Cotton Conferences, Proceedings*, Cotton Economics and Marketing Conference, National Cotton Council, Memphis, TN: 315-319.
50. Isengildina, O., M.D. Hudson, and C.W. Herndon. “The Export Elasticity of Demand Revisited: Implications of Changing Markets.” 2000 *Beltwide Cotton Conferences, Proceedings*, Cotton Economics and Marketing Conference, National Cotton Council, Memphis, TN: 265-269.
51. Isengildina, O., O.A. Cleveland, and C.W. Herndon. “International Cotton Flows: Changing Structure and Prospects for the Future.” 1999 *Beltwide Cotton Conferences, Proceedings*, Cotton Economics and Marketing Conference, National Cotton Council, Memphis, TN:227-232.
52. Isengildina, O., C.W. Herndon, and O.A. Cleveland. “Cotton Industry in Uzbekistan: Structure and Current Developments.” 1998 *Beltwide Cotton Conferences, Proceedings*, Cotton Economics and Marketing Conference, National Cotton Council, Memphis, TN:297-301.
53. Isengildina, O., O.A. Cleveland, and D.W. Parvin. “Changes in Grower Costs and Returns Associated with Producing and Marketing Cotton in Mississippi, 1985-1996.”

1998 Beltwide Cotton Conferences, Proceedings, Cotton Economics and Marketing Conference, National Cotton Council, Memphis, TN:343-347.

54. Isengildina, O., O.A. Cleveland, and Cary W. Herndon. "The Analysis of Cotton Acreage Response in the Presence of Government Programs." *1997 Beltwide Cotton Conferences, Proceedings*, Cotton Economics and Marketing Conference, National Cotton Council, Memphis, TN:297-301.
55. Isengildina, O., O.A. Cleveland, and T. Townsend. "Cotton Acreage in Response to Government Programs." *1996 Beltwide Cotton Conferences, Proceedings*, Cotton Economics and Marketing Conference, National Cotton Council, Memphis, TN: 419-421.

Research Reports

1. Carpio, C.E., O. Isengildina-Massa, R.D. Lamie, and S. Zapata. "Implementation of an Evaluation Framework for the MarketMaker National Network." Final Report to USDA FSMIP Program, May 2013.
2. Isengildina-Massa, O, C.E. Carpio, and D.W. Hughes "How to Make the Best Use of Public Funds in Promoting Locally Grown Products: Assessment of the Potential Impact of a Promotion Campaign." Final Report to USDA FSMIP Program, February 2012.
3. Hughes, D.W., D. Swindall, O. Isengildina-Massa, K. Boys, B. Lanford, S. Macdonald, M. Harper. "Barnwell County: Agribusiness Strategic Plan with an Emphasis on Industrial Park Development."
4. Lamie R. David, Olga Isengildina-Massa, Carlos Carpio, and Samuel Zapata "Evaluating MarketMaker: Analyzing the Impact of an Electronic Food Marketing Network and its Capacity to Improve Efficient Market Access for Small to Midsized Farmers and Food Entrepreneurs." Final Report to USDA FSMIP Program, July 2011.
5. Isengildina, O. and S. MacDonald. "Cotton Prices and the World Cotton Market: Forecasting and Structural Change." Economic Research Report, Economic Research Service, U.S. Department of Agriculture. September 2009. [<http://www.ers.usda.gov/Publications/ERR80/>]
6. Isengildina, O., W. Ferreira, and D. W. Hughes. "Feasibility Analysis for a Peanut Shelling Facility in South Carolina." Research Report Prepared for the South Carolina Farm Bureau. September 2009.
7. Isengildina, O., S.H. Irwin, D.L. Good. "Empirical Confidence Intervals for WASDE Forecasts of Corn, Soybean, and Wheat Prices." Marketing and Outlook Research Report 2009-01, Department of Agricultural and Consumer Economics, University of Illinois at Urbana-Champaign, January 2009. [<http://www.farmdoc.uiuc.edu/marketing/reports>]
8. Carpio, C.E., D. Hughes, and Isengildina, O. "A Comprehensive Assessment of the South Carolina Agri-Business Cluster." Final Research Report submitted to Market Search.

Department of Applied Economics and Statistics, Clemson University, July 2008.

9. Isengildina, O. and M.D. Scott. "Revision of a Statistical Model for Marketing Year Average US Farm Price of Upland Cotton." Final Research Report submitted to the Economic Research Service, US Department of Agriculture. Department of Applied Economics and Statistics, Clemson University, May 2008.
10. Isengildina, O., S.H. Irwin, D.L. Good. "Empirical Confidence Intervals for WASDE Forecasts of Corn, Soybean, and Wheat Prices." Final Research Report Submitted to the Economic Research Service, US Department of Agriculture. Department of Applied Economics and Statistics. Clemson University. Department of Agricultural and Consumer Economics. University of Illinois at Urbana-Champaign, December 2007.
11. Carpio, C.E., and O. Isengildina. "Willingness to Pay for Locally Grown Products: The Case of State Grown Produce in South Carolina." WP090707 Working Paper Department of Applied Economics and Statistics, Clemson University, Clemson, SC, 29634.
12. Carpio, C.E., O. Isengildina, and D.W. Hughes. "Potential Economic Impact of the South Carolina Agricultural Marketing and Branding Campaign." WP051607 Working Paper Department of Applied Economics and Statistics, Clemson University, Clemson, SC, 29634.
13. Isengildina, O., S.H. Irwin, D.L. Good. "The Value of USDA Situation and Outlook Information in Hog and Cattle Markets." Final Research Report Submitted to the Economic Research Service, US Department of Agriculture. Department of Agricultural and Consumer Economics. University of Illinois at Urbana-Champaign, November 2004.
14. Isengildina, O., J.M.E. Pennings, S.H. Irwin, D.L. Good. "Crop Farmer's Use of Market Advisory Services." AgMAS Project Research Report 2004-03, Department of Agricultural and Consumer Economics, University of Illinois at Urbana-Champaign, May 2004. [<http://www.farmdoc.uiuc.edu/agmas/reports/index.html>]
15. Irwin, S.H., D.L. Good, J.K. Gomez and O. Isengildina. "The value of USDA Outlook Information: An Investigation Using Event Study Analysis." Final Research Report Submitted to the Economic Research Service, US Department of Agriculture. Department of Agricultural and Consumer Economics. University of Illinois at Urbana-Champaign, May 2002.
16. Ward, C.W., O. Isengildina, F.C. White, and W. D. Shirley, "Comparison of Conventional and Transgenic Technologies under Alternative Cultural Practices for Cotton in Georgia." *2000 Georgia Cotton Research and Extension Reports*: 35-42.

Book Chapters

1. Isengildina, O., F.C. White, and M.J. Morehart. "Targeting Farm Program Benefits." in J.L. Outlaw, and E.G. Smith (eds.) *The 2002 Farm Bill: Policy Options and Consequences*. Publication No. 2001-01, National Public Policy Education Committee, September 2001.

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2. Isengildina, O., and M.D. Hudson. "Cotton Producers' Use of Alternative Marketing Sources: Selected Survey Results." Mississippi Agricultural and Forestry Experiment Station Bulletin 1114, Mississippi State University, November 2001.
3. Isengildina, O. and F.C. White. "General Economy and Ag. Economy: Situation and Outlook." *2001 Georgia Farm Outlook and Planning Guide*, AGECON-00-063, December 2000: 1.

Invited Presentations

1. Value of Information through the effects of USDA Reports on Markets. Seminar on Value of USDA Data Products. Council on Food, Agricultural and Resource Economics (C-FARE), Washington, DC, May 16, 2013.
2. Barnwell County Agribusiness Cluster Study Report. Barnwell County Economic Development Corporation, Blackville, SC, August 26, 2011.
3. Examination of Forecast Errors in WASDE Cotton Forecasts. United States Department of Agriculture / Economic Research Service / World Agricultural Outlook Board and George Washington University / Center for Economic Research / Research Program on Forecasting, Washington, D.C., December 15, 2010.
4. Feasibility Analysis for a Peanut Shelling Facility in South Carolina, Final Report Presentation. (with David W. Hughes) South Carolina Farm Bureau Peanut Commodity Committee. Columbia, SC, September 23, 2009.
5. A Comprehensive Assessment of the South Carolina Agri-Business Cluster. (with Carlos E. Carpio and David W. Hughes.) Community Economic Development Agent training conference. Columbia, SC, July 23, 2008.
6. A Comprehensive Assessment of the South Carolina Agri-Business Cluster. (with Carlos E. Carpio and David W. Hughes.) Market Search. Columbia, SC, July 3, 2008.
7. Empirical Confidence Intervals for WASDE Forecasts of Corn, Soybean, and Wheat Prices. United States Department of Agriculture / Economic Research Service / World Agricultural Outlook Board. Washington, D.C., November 28, 2007.
8. Potential Economic Impact of the SC Agricultural Marketing and Branding Campaign. SC Department of Agriculture. Columbia, SC, June 5, 2007.
9. The Value of USDA Outlook Information in Hog and Cattle Markets. ERS Contractors and Cooperators Forum. Washington, D.C, January 15, 2005.

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10. Are USDA Price Forecast Ranges Too Wide or Too Narrow? United States Department of Agriculture / Economic Research Service / World Agricultural Outlook Board / Interagency Commodity Estimates Committees Review Forum. Washington, D.C, March 26, 2003.

Sponsored Projects

1. "The Value of Public Situation Information in a Big Data Era." USDA, OCE, Co-Principal Investigator with Berna Karali and Scott Irwin, \$50,000 (\$22,500) (2015-2016).
2. "Barnwell County: Agribusiness Strategic Plan with an Emphasis on Industrial Park Development." Barnwell County, Co-Principal Investigator with David W. Hughes, \$69,643 (\$23,000) (2011).
3. "Implementation of an Evaluation Framework for the MarketMaker National Network." Federal State Marketing Improvement Program, USDA, Co-Principal Investigator with Carlos Carpio and David Lamie, \$109,000 (\$36,000) (2010-2014).
4. "Examination of Forecast Errors in WASDE Cotton Forecasts." USDA, ERS, Principal Investigator, \$22,500 (2010-2011).
5. "How to make the best use of public funds in promoting locally grown products: Assessment of the potential impact of a regional promotion campaign on aggregated and disaggregated levels." Federal State Marketing Improvement Program, USDA, Principal Investigator with Carlos Carpio and David W. Hughes, \$74,866 (2009-2011).
6. "Bridging Specialty Crop Producers & Institutional Food Purchasers: Distilling a Research and Extension Agenda in Support of Local Food Systems." USDA, CSREES Specialty Crop Research Initiative, Co-Investigator Kathryn Boys, Carlos Carpio, David Lamie, William Whiteside, Ken Robinson, Geoffrey Zender, Mary Kunkel, Margaret Condrasky, Angela Fraser, \$48,947 (2009-2010).
7. "Feasibility Study for a Peanut Shelling Facility in South Carolina." South Carolina Farm Bureau, Co-Principal Investigator with David W. Hughes and Wilder Ferreira, \$25,100, (2008-2009).
8. "Evaluating MarketMaker: Analyzing the Impact of an Electronic Food Marketing Network and its Capacity to Improve Efficient Market Access for Small to Midsized Farmers and Food Entrepreneurs." Federal State Marketing Improvement Program, Co-Principal Investigator with Carlos Carpio and Dave Lamie, \$113,133 (\$39,000), (2008-2010).
9. "Comprehensive Assessment of the South Carolina Agri-Business Cluster." MarketSearch Group, Co-Principal Investigator, \$82,824 (\$27,000), (2007-2008).
10. "Fostering the Adoption of Electronic Marketing Strategies for Agricultural and Food Systems Entrepreneurs." Clemson University, PSA-NGGF, Co-Principal Investigator with Carlos Carpio and Dave Lamie, 1 Ph.D. student fellowship, \$12,500/ year for two years (2008-2010).

11. “Revision of a Statistical Model for Marketing Year Average US Farm Price of Upland Cotton.” USDA, ERS, Principal Investigator, \$12,000 (\$12,000), (2007).
12. “Identification of Risk Efficient Cotton Marketing Strategies for Southern Producers.” SC Cotton Board, Co-Investigator with Charlie Curtis, \$5,000 (\$1,666), (2007-2008).

TEACHING PROGRAM ACTIVITIES

Courses Taught with Formal Evaluation

Virginia Tech University

Year	Semester	Course number	Course Title	Students Enrolled	Response rate	Evaluation (out of 6)
2016	Spring	AAEC 5134	Agricultural Marketing	8	38	5.33
2015	Fall	AAEC 4424	Ag. Financial Management	47		
2015	Fall	AAEC 3514	Ag. Futures and Options	58		

University of Texas at Arlington

Year	Semester	Course number	Course Title	Students Enrolled	Response rate	Evaluation (out of 5)
2015	Fall	AAEC 4424	Ag. Financial Management	47		
2015	Fall	AAEC 3514	Ag. Futures and Options	58		
2015	Spring	ECON 4311	Economics for Managers	21	76	4.3
2015	Spring	ECON 5313	Managerial Economics	23	96	4.3
2015	Spring	ECON 2306	Principles of Microeconomics	77	41	4.0
2014	Fall	ECON 4311	Economics for Managers	36	64	4.4
2014	Fall	ECON 2306	Principles of Microeconomics	72	70	4.2
2014	Fall	ECON 2306	Principles of Microeconomics	54	76	4.1
2014	Spring	ECON 4311	Economics for Managers	37	70	4.5
2014	Spring	ECON 5313	Managerial Economics	29	83	4
2014	Spring	ECON 2306	Principles of Microeconomics	61	72	4.3
2013	Fall	ECON 5313	Managerial Economics	29	28	4.1
2013	Fall	ECON 5313	Managerial Economics	44	60	4.3
2013	Fall	ECON 2306	Principles of Microeconomics	78	51	4.1
2013	Fall	ECON 2306	Principles of Microeconomics	88	63	4
2013	Spring	ECON 5313	Managerial Economics	33	9	3.2
2013	Spring	ECON 5313	Managerial Economics	61	38	3.2
2013	Spring	ECON 2306	Principles of Microeconomics	42	52	4.5
2012	Fall	ECON 5313	Managerial Economics	27	67	4.1

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2012	Fall	ECON 4311	Economics for Managers	37	60	4.1
2012	Fall	ECON 2306	Principles of Microeconomics	65	52	3.8

Clemson University

Year	Semester	Course number	Course Title	Students Enrolled	Response rate	Evaluation (out of 5)
2012	Spring	APEC 456	Commodity Price Analysis	12	83	4.4
2012	Spring	APEC 656	Commodity Price Analysis	4	100	5
2011	Fall	ECON 855	Financial Economics	12	50	5
2011	Fall	APEC 409	Commodity Futures	23	96	4.045
2011	Fall	APEC 609	Commodity Futures	1	100	5
2011	Spring	APEC 456	Commodity Price Analysis	13	100	4.08
2011	Spring	APEC 656	Commodity Price Analysis	1	100	5
2011	Spring	APEC 819	Futures and Options Markets	7	86	4.33
2010	Fall	APEC 409	Commodity Futures	22	95	3.81
2010	Fall	APEC 609	Commodity Futures	4	100	4.5
2010	Spring	APEC 456	Commodity Price Analysis	16	81	4.15
2010	Spring	APEC 656	Commodity Price Analysis	6	83	4.4
2010	Spring	APEC 819	Futures and Options Markets	9	67	4.83
2009	Fall	APEC 409	Commodity Futures	20	80	3.93
2009	Fall	APEC 609	Commodity Futures	4	100	4.25
2009	Spring	APEC 456	Commodity Price Analysis	12	92	4.4
2009	Spring	APEC 656	Commodity Price Analysis	3	100	5
2009	Spring	APEC 819	Futures and Options Markets	5	100	4.4
2008	Fall	APEC 409	Commodity Futures	23	87	3.75
2008	Fall	APEC 609	Commodity Futures	1	50	5
2008	Spring	APEC 456	Commodity Price Analysis	19	74	3.86
2008	Spring	APEC 656	Commodity Price Analysis	3	100	4
2008	Spring	APEC 819	Futures and Options Markets	7	100	4
2007	Fall	APEC 409	Commodity Futures	19	95	3.72
2007	Fall	APEC 609	Commodity Futures	3	67	4.5
2007	Spring	APEC 456	Commodity Price Analysis	12	83	4.8
2007	Spring	APEC 656	Commodity Price Analysis	2	100	4.5
2006	Fall	APEC 819	Futures and Options Markets	5	80	4.75
2006	Fall	APEC 351	Principles of Advertising	80	86	3.75

Other Courses Developed and Taught

ACE 202, Marketing of Commodity and Food Products, University of Illinois, F01.

May 2016

ECON II, Microeconomics, East Mississippi Community College, S00.
AEC 2713-01, Introduction to Agricultural Economics, Mississippi State University, F99.

Graduate Student Advising

Virginia Tech Sarah McKay (MS); Jiafeng Zhu (MS); Xiang Cao (PhD)

Committee Member: 1 MS and 0 PhD Students.

Clemson University

Economics Xie, Ran, Ph.D, 2014
Medlen, Daniel, M.S., 2012

Applied Economics and Statistics

Geng, Jia, Ph.D., 2008
Patterson, Lisa, M.S., 2012
Carter, Thomas, M.S., 2011
Fisher, Mathew, M.S., 2011
Guan, Yun, M.S., 2011
Tysinger, David, M.S., 2010
Ewing, Joseph, M.S., 2010
McCall, Tim, M.S., 2010.

Committee Member: 14 MS and 2 PhD Students.

Undergraduate Student Advising

Virginia Tech: Undergraduate Research, Morgan McCoy, 2015-2016.

Clemson University: 2010-2012 Advised Students in Agribusiness Major, about 10-20 students a year.

Teaching Innovations and Other Activities

Worked on establishing a Futures and Options Trading lab to allow Clemson University students to get hands on and realistic experience with real time commodity trading. Sought support from Trading Technologies International, Inc. and the AgSouth Bank to fund lab-related activities.

Collaborated with Konstantin Malashenkov, a vice rector of international programs at Moscow State Agroengineering University, on establishing an exchange program and developing a Master's Program in International Agribusiness

SERVICE ACTIVITIES

Memberships

May 2016

American Agricultural Economics Association, 1999-present
Southern Agricultural Economics Association, 1998-present
Western Agricultural Economics Association, 2005-present

Manuscript Reviews

American Journal of Agricultural Economics
Applied Economics
Applied Economic Perspectives and Policy
Applied Financial Economics
Agricultural Economics
Agribusiness: An International Journal
Energy Economics
Journal of Commodity Markets
Journal of Futures Markets
Journal of Agricultural and Applied Economics
Journal of Agricultural and Resource Economics
Journal of Food Distribution Research
International Journal of Applied Earth Observation and Geoinformation
Journal of Cotton Science
Textile Research Journal
Departmental manuscript reviews

Other Reviewing Activities

Reviewer for Social Sciences and Humanities Research Council of Canada, January 2016.

Reviewer for the USDA Federal and State Marketing Improvement Program, July-August 2013.

Reviewer for the USDA Agriculture and Food Research Initiative, Agribusiness Markets and Trade Program, August 2009.

Reviewer for AAEA Demand and Price Analysis and Policy sections, 2008, 2009, 2010, 2011, 2013, 2015, 2016.

Other Professional Service

Member of the National Research Council of the National Academies Panel on Methods for Integrating Multiple Data Sources to Improve Crop Estimates (2015-2017).

SC State Representative of the NCCC-134 project on Applied Commodity Price Analysis, Forecasting, and Market Risk Management (2008-2013).

University Service

May 2016

Virginia Tech University, Department of Agricultural and Applied Economics On-line Master's Degree Committee, 2016.

Virginia Tech University, Department of Agricultural and Applied Economics Undergraduate Committee, 2015-2016.

Clemson University, Department of Applied Economics and Statistics Curriculum Committee, 2009-2011.

Clemson University, Department of Applied Economics and Statistics Marketing Committee, 2010-2011.

Clemson University, College of Agriculture, Forestry and Life Sciences Committee for Teaching Excellence, 2011.

MISCELLANEOUS

Translator, Cochran Fellowship Program, Iowa State University, July 2001.

Translator, Agribusiness Institute, Mississippi State University, various projects.

Translator, Cochran Fellowship Programs, Mississippi State University, 1994-2000.

Translator, Plasmo-Inductive Cold Crucible Melter (PICCM) Project, Diagnostic Instrumentation and Analysis Laboratory, Mississippi State University, 1998.

Translator for Mississippi Consortium for International Development, 1997.

Editor of Russian translation "Using MPI: Portable Parallel Programming with a Message Passing Interface." by William Gropp, Ewing Lusk, Anthony Skjellum, MIT Press, 1994.

PERSONAL DATA

Gender: Female

Born: Chymkent, Kazakhstan

Citizenship: U.S.

Languages: Russian (native), English (fluent), Italian (basic), French (basic)

Spouse: Luca Massa

Child: Maria Alexandra Massa