

Wen You

Department of Agricultural and Applied Economics
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Education

Ph.D. Agricultural Economics, Texas A&M University, December 2005

Dissertation: *Parental Time and Children's Obesity Measures: A Theoretical and Empirical Investigation*. (2006 AAEA Outstanding Ph.D. Dissertation Award)

B.A. International Trade, Nankai University, July 2000

Research Fields

- Economics of Food, Nutrition, and Health
- Behavior Economics
- Applied Microeconometrics
- Consumer Demand Analysis, Incentive Theory

Professional Experience

Associate Professor, Department of Agricultural and Applied Economics, Virginia Tech, July 2013 to Present

Affiliate Associate Professor, The Center for Transformative Research on Health Behaviors, Virginia Tech, 2017 to Present.

Affiliate Associate Professor, Department of Economics, Virginia Tech, April 2017 to Present.

Affiliate Associate Professor, Faculty of Health Sciences, Virginia Tech, July 2016 to Present.

Assistant Professor, Department of Agricultural and Applied Economics, Virginia Tech, January 2007 to July 2013

Assistant Research Scientist, Department of Agricultural Economics, Texas A&M University, January 2006 to December 2006

Graduate Research Assistant, Department of Agricultural Economics, Texas A&M University, September 2002 to December 2005

Course Taught

Ph.D. Course:

- Core course: Microeconometric (AAEC/ECON 5946) Virginia Tech
- Field course: Panel Data Econometrics (AAEC 5984) Virginia Tech
- Field course: Food and Health Macroeconomics (AAEC 6224) Virginia Tech

Graduate/Undergraduate Course:

- Elementary Econometrics (AAEC/STAT 4804) Virginia Tech
- Applied Mathematical Programming Texas A&M

Undergraduate Course:

- Fundamentals of Agricultural Economic Analysis Texas A&M

Selected Honors and Awards

- **Scholar of The Week**, Virginia Tech July, 2017
- **Michael P. O'Donnell 2016 Paper of the Year**, American Journal of Health Promotion. Feb 2017
- College of Agricultural & Life Science **Excellence in Applied Research Award**, Virginia Tech July, 2014
- Gamma Sigma Delta **Faculty Research Award**, Virginia Tech, April, 2013
- Chair Kristen Capogrossi's dissertation that received the Honorable Mention award in the Outstanding Dissertation in Social Sciences, Business, Education and Humanities category of the Graduate School, Virginia Tech March 2013
- Nominated for the Graduate Alumni Advising Award Spring, 2013
- **Best Economic Paper Award**. Agricultural & Applied Economic Association, Food Safety and Nutrition Section. July 2011
- **Teacher of The Week**. VT Center for Instructional Development and Educational Research (CIDER). Oct 2011
- **Chair for** Kristen Capogrossi whose dissertation proposal won the Doctoral Dissertation Research Grant from the RIDGE Center for Targeted Studies at the Southern Rural Development Center at Mississippi State University. 2011
- **Co-chair for** Ge Zhang whose Master thesis received the Preston Society Golden Watch Thesis Award from Virginia Tech. 2009
- **Outstanding Dissertation Award**. American Agricultural Economics Association 2006
The award is given in recognition of development of professional excellence by persons writing doctoral theses in agricultural, natural resource, or rural economics. It was awarded to only two winners that year.
- **Tom Slick Senior Graduate Research Fellowship**. Texas A&M University 2004
The fellowship provides support for exceptional Ph.D. students' dissertation research. It is a highly competitive fellowship within the College of Ag and Life Sciences.
- **Honor Member of Gamma Sigma Delta**. Texas A&M University 2004
Gamma Sigma Delta is an honor society for agriculture and agricultural sciences.

Selected Journal Publications (* denotes student co-author)

- You, W., Davis, G.C. “Estimating Dual Headed Time in Food Production with Implications for SNAP Benefit Adequacy.” *Review of Economics of the Household* (forthcoming in 2018).
- Yang*, Y., Davis, G.C., You, W. “Measuring Food Expenditure Poverty in SNAP Populations: Some Extensions with An Application to the American Recovery and Reinvestment Act.” *Applied Economic Perspectives and Policy* (forthcoming in 2018).
- Helmick, M., Esmond, A.C., Hedrick, V.E., Zoellner, J.M., You, W., Hill, J.L. “The Adoption of Healthy Eating Standards in Local After School Programs Does Not Impact Quality of Snacks.” *Journal of School Health* (forthcoming in 2018)
- Michaud, T., You, W., Wilson, K., Su, D., McGuire, T.J., Almeida, F.A., Bayer, A.L., Estabrooks, P.A. “Cost Effectiveness and Return on Investment of a Scalable Community Weight Loss Intervention.” *Preventive Medicine* (2017) 105:295-303.
- Yenerall*, J., You, W., Hill, J. “Investigating the Spatial Dimension of Food Access.” *Int J Environ Res Public Health*. (Aug, 2017) 14(8). pii: E866. doi: 10.3390/ijerph14080866.
- Sun*, Y., You, W., Almeida, F., Estabrooks, P., Davy, B. “The Effectiveness and Cost of Lifestyle Intervention including Nutrition Education for Diabetes Prevention: A Systematic Review and Meta-Analysis.” *Journal of the Academy of Nutrition and Dietetics*. (2017) 117(3):404-421.
- Kružliakova N, Estabrooks P, You W, Hedrick V, Porter K, Kiernan M, Zoellner J. “The Relationship between the Stanford Leisure Time Exercise Questionnaire and the Godin Leisure-Time Exercise Questionnaire among rural intervention participants of varying health literacy status.” *Journal of Physical Activity and Health* (In Press, 2017)
- Hedrick, V.E., Passro, E.M., Davy, B.M., You, W., Zoellner, J.M. “Characterization of non-nutritive sweetener intake in rural southwest Virginian adults living in a health-disparate region.” *Nutrients* (2017) 9(7): pii:E757. doi: 10.3390/nu9070757.
- Zoellner J, Hill J, You W, Brock D, Frisard M, Alexander R, Silva F, Price B, Marshall R, Estabrooks P. “The Influence of Parental Health Literacy Status on Reach, Retention, Attendance and Outcomes in A Family-Based Childhood Obesity Program, Virginia, 2013-2015.” *Preventing Chronic Disease* (2017) 14:E87. DOI: <http://dx.doi.org/10.5888/pcd14.160421>.
- Hedrick VE, Davy BM, You W, Porter KJ, Estabrooks PA, Zoellner JM. “Dietary Quality Changes in Response to A Sugar-Sweetened Beverage Reduction Intervention. Results from the Talking Health Randomized Controlled Clinical Trial.” *The American Journal of Clinical Nutrition* (April, 2017) 105(4):824-833. doi: 10.3945/ajcn.116.144543.
- Estabrooks PA, You W, Hedrick VE*, Reinhold M*, Krzeski E*, Zoellner J. “A Pragmatic Examination of Active and Passive Recruitment Methods in Improving Reach in Community

- Lifestyle Programs: The Talking Health Trial” *International Journal of Behavioral Nutrition and Physical Activity* (2017) 14:7. DOI 10.1186/s12966-017-0462-6.
- Zoellner, J., Porter, K., Chen, Y., You, W., Estabrooks, P.A. “Predicting Sugar-Sweetened Behaviors with Theory of Planned Behavior Constructs: Outcome and Process Results from the SIPsmartER Behavioral Intervention”. *Psychology and Health*. (2017) 32(5):509-529. doi: 10.1080/08870446.2017.1283038.
- Capogrossi*, K., and You, W. “Do School Nutrition Programs Influence Child Weight? A Treatment Effect Analysis” *Health Economics* (2017). 26:980-1000. DOI: 10.1002/hec.3378.
- Phetxumphou, K., Roy, S., Davy, B.M., Estabrooks, P.A., You, W., and Dietrick, A.M. “Write Consumer Confidence Reports Customers Can Understand” *Opflow*. American Water Works Association (AWWA) (Feb 2017): 24-26.
- Davy, B.M., Jahren, A.H., Hedrick, V.E., You, W., and Zoellner, J.M. “Influence of An Intervention Targeting A Reduction in Sugary Beverage Intake on the $\delta^{13}\text{C}$ Sugar Intake Biomarker in A Predominantly Obese, Health-Disparate Sample”. *Public Health Nutrition* (Jan 2017) 20(1):25-29. DOI: <https://doi.org/10.1017/S1368980016001439>.
- Passaro, E., Zoellner, J., Davy, B., You, W., Hedrick V.E. “The Evolution of Artificial Sweeteners: A Review of Artificial Sweeteners and Their Controversial Impact on Human Health.” *The Digest* (Oct. 2016) 51(4): 15-21.
- Zoellner, J., V.E. Hedrick, W. You, Y. Chen, B.M. Davy, K.J. Porter*, A. Bailey*, H. Lane*, R. Alexander*, P.A. Estabrooks. “Effect of A Behavioral and Health Literacy Intervention to Reduce Sugar-Sweetened Beverages: A Randomized-Controlled Trial.” *International Journal of Behavioral Nutrition and Physical Activity* (2016) 13:38. DOI: 10.1186/s12966-016-0362-1.
- Zoellner, J., W. You, F. Almeida, KCA. Allen, S. Harden, R.E. Glasgow, L. Linnan, J. Hill, P. Estabrooks. “The Influence of Health Literacy on Reach, Retention, and Success in A Worksite Weight Loss Program”. *American Journal of Health Promotion* (Mar 2016) 30(4): 279-282. DOI: 10.1177/0890117116639558.
- Phetxumphou*, K., Roy*, S., Davy, B., Estabrooks, P.A., You, W., Dietrich. A. “Assessing Clarity of Message Communication for Mandated USEPA Drinking Water Quality Reports.” *Journal of Water and Health* 2016, 14(2): 223-235. DOI: 10.2166/wh.2015.
- Wilson*, K., S. Harden, F. Almeida, W. You, J. Hill, C. Goessl, P. Estabrooks, “Brief Self-Efficacy Scales for Use in Weight-Loss Trials: Preliminary Evidence of Validity.” *Psychological Assessment* (2016) 28(10): 1255-1264. <http://dx.doi.org/10.1037/pas0000249>.
- Blackman (Allen) K*, Zoellner J, Harlow J, Winchester W, McCrickard S, Hill JL, You W, Estabrooks PA. Developing mobile apps for physical activity in low socioeconomic status youth. *Journal of Mobile Technology in Medicine* (2016) 5(1): 33-44.

- Zeng*, D, W. You, B. Mills, J. Alwang, M. Royster, R. Anson-Dwamena. "A Closer Look at the Rural-Urban Health Disparities: Insights from Four Major Diseases in the Commonwealth of Virginia" *Social Science & Medicine* 140(2015): 62-68.
doi:10.1016/j.socscimed.2015.07.011.
- Yuan*, Y., K. Boyle, W. You. "Sample Selection, Individual Heterogeneity and Regional Heterogeneity in Valuing Farmland Conservation Easements" *Land Economics*(2015) 91(4):627-649. doi: 10.3368/le.91.4.627.
- Hedrick, V.E., Davy, B.M., Myers, E.A., You, W., and Zoellner, J.M. "Changes in the Healthy Beverage Index in Response to an Intervention Targeting a Reduction in Sugar-Sweetened Beverage Consumption as Compared to an Intervention Targeting Improvements in Physical Activity: Results from the Talking Health Trial" *Nutrients* (2015) 7(12): 10168-10178. DOI: 10.3390/nu7125525.
- Blackman*, K., Zoellner, J., Kadir, A., Dockery, B., Johnson*, S., Almeida, F., McCrickard, D., Hill, J., You, W., Estabrooks, P. "Examining the Feasibility of Smartphone Game Applications for Physical Activity Promotion in Middle School Students." *Games for Health Journal* (2015) 4(5): 409-419.
- Hashemi, A., W. You, K. Boyle, C. Parmeter, B. Kannien, P. Estabrooks. "Identifying Financial Incentive Designs to Enhance Participation in Weight Loss Programs." *Journal of Obesity and Weight Loss Therapy* (2015). doi: 10.4172/2165-7904.1000247.
- Hill, J., N. Olive*, C. Waters*, P. Estabrooks, W. You and J. Zoellner. "Lack of Healthy Food Options for Children: Findings from A Systematic Assessment of Children's Menus in A Rural Region." *Prev. Chron Disease* (2015). 12:140400. DOI: <http://dx.doi.org/10.5888/pcd12.140400>.
- Roy*, S, K. Phetxumphou*, A. Dietrich, P. Estabrooks, W. You and B. Davy. "An Evaluation of the Readability of Drinking Water Quality Reports: A National Assessment." *Journal of Water and Health* (2015). doi:10.2166/wh.2015.194.
- Almeida, F., W. You, S. Harden, K. Blackman, B. Davy, J. Hill, L. Linnan, S. Wall, J. Yenerall*, J. Zoellner, P. Estabrooks. "Effectiveness of a Worksite-based Weight Loss Randomized Controlled Trial: The WORKSITE Study." *Obesity* (Feb, 2015). doi: 10.1002/oby.20899.
- Harden, S.M., W. You, K., Blackman, F. Almeida, J. Hill, L. Linnan, P. Estabrooks. "Does Successful Weight Loss in an Internet-Based Worksite Weight Loss Program Improve Employee Presenteeism and Absenteeism?" *Health Education & Behavior* (2015). 42(6), 769-74. doi: 10.1177/1090198115578751.
- Hill, J., W. You, J.M. Zoellner. "Disparities in Obesity among Rural and Urban Residents in A Health Disparate Region." *BMC Public Health* 14(2014):1051. doi: 10.1186/1471-2458-14-1051.

Davy, B.M., W. You, F. Almeida, S. Wall, S. Harden, D.L. Comber, P.A. Estabrooks. "Impact of Individual and Worksite Environmental Factors on Water and Sugar-Sweetened Beverage Consumption Among Overweight Employees." *Preventing Chronic Disease* 11(2014). DOI: <http://dx.doi.org/10.5888/pcd11.130207>.

Almeida, F.A., S.S. Wall, W. You, S.M. Harden, J.L., Hill, B.E. Krippendorf, and P.A. Estabrooks. "The Associate between Worksite Physical Environment and Employee Nutrition, Physical Activity Behavior and Weight Status." *Journal of Occupational and Environmental Medicine* 56(2014): 779-784. doi: 10.1097/JOM.000000000000180.

Harden, S.M., M.R. Beauchamp, B.H. Pitts, E.M. Nault, B.M. Davy, W. You, P. Weiss, P.A. Estabrooks. "Group-based lifestyle sessions for gestational weight gain management: a mixed method approach." *American Journal of Health Behavior* 38(2014): 560-569. DOI: 10.5993/AJHB.38.4.9.

Zoellner, J., Y. Chen, B.M. Davy, W. You, V. Hedrick, T. Corsi, and P.A. Estabrooks. "Talking Health, A Pragmatic Randomized-Controlled Health Literacy Trial Targeting Sugar-Sweetened Beverage Consumption among Adults: Rationale, Design & Methods." *Contemporary Clinical Trials* 37(2014):43-57. doi: 10.1016/j.cct.2013.11.003.

Seidel, R.W., K.A. Pardo, P.A. Estabrooks, W. You, S. S. Wall, B. M. Davy, and F.A. Almeida. "Beginning A Patient-Centered Approach in the Design of a Diabetes Prevention Program." *International Journal of Environmental Research and Public Health* 11(2014):2003-2013. doi: 10.3390/ijerph110202003.

Davis, G.C., and W. You. (senior authorship shared) "Estimates of Returns to Scale, Elasticity of Substitution, and the Thrifty Food Plan Meal Poverty Rate from A Direct Household Meal Production Function" *Food Policy* 43(2013):204-212.

Baral*, R., G.C. Davis, W. You. "National, Regional, and State-Level Estimates of Returns to Scale in the Expanded Food and Nutrition Education Program." *Journal of Agricultural & Applied Economics* 45(2013):203-216.

Capogrossi*, K., and You, W. "Academic Performance and Childhood Misnourishment: A Quantile Approach." *Journal of Family and Economic Issues* 34(2013):141-156. doi: 10.1007/s10834-012-9315-2.

Baral*, R., G.C. Davis, S. Blake, W. You, and E. Serrano. "Utilizing National Data to Estimate Average Cost Effectiveness of EFNEP Outcomes by State/Territory." *Journal of Nutrition Education and Behavior*. 45(2013): 183-187. doi: 10.1016/j.jneb.2012.04.015.

Zoellner, J., Cook, E., Chen, Y., You, W., Davy, B., Estabrooks, P. "Mixed methods evaluation of a randomized control pilot trial targeting sugar-sweetened beverage behaviors." *Open Journal of Preventive Medicine*. 3(2013): 51-57.

- You, W., P.D. Mitchell, and R. Nayga. "Improving Food Choices Among Supplemental Nutrition Assistance Program Recipients." *Health Economics*. 21(2012): 852-864. doi: 10.1002/hec.1758.
- Zoellner, J., P. Estabrooks, B. Davy, Y. Chen, and W. You. "Exploring the Theory of Planned Behavior to Explain Sugar-Sweetened Beverage Consumption." *Journal of Nutrition Education and Behavior*. 44(2012): 172-177.
- You, W., F.A. Almeida, J.M. Zoellner, J.L. Hill, C.A. Pinard*, K.C. Allen*, R.E. Glasgow, L.A. Linnan, and P.A. Estabrooks. "Who Participates in Internet-Based Worksite Weight Loss Programs?" *BMC Public Health* 11(2011):709. Open access at: <http://www.biomedcentral.com/1471-2458/11/709>.
- Baral*, R., G.C. Davis, and W. You. "Consumption Time in Household Production: Implications for the Goods-Time Elasticity of Substitution." *Economics Letters* 112(2011): 138-140.
- You, W., and G.C. Davis. "Childhood overweight: Does quality of parental childcare time matter?" *Journal of Family and Economic Issues* 32(2011): 219-232.
- Zoellner, J., W. You, C. Connell, R.L. Smith-Ray, K. Allen*, K.L. Tucker, B.M. Davy, and P.A. Estabrooks. "Health literacy is associated with Healthy Eating Index scores and sugar-sweetened beverage intake: Findings from the rural lower Mississippi Delta." *Journal of American Dietetic Association* 111(2011):1012-1020. doi: 10.1016/j.jada.2011.04.010.
- Yu, T.H., Hart, E.C., and W. You. "Evaluating food-fuel trade-offs via market choice: the case of Iowa corn producers." *GREEN* 1(2011): 123-126.
- Hu, W., T. Woods, S. Bastin, L. Cox, and W. You. "Assessing Kentucky consumer willingness to pay for value-added blueberry products using a payment card survey." *Journal of Agricultural & Applied Economics* 43(2011):243-258.
- Davis, G.C., and W. You. "Not enough money or not enough time to satisfy the Thrifty Food Plan? A cost difference approach for estimating a money-time threshold." *Food Policy* 36(2011): 101-107.
- Hong*, X., D. Manville, W. You, and R. Nayga. "Consumer Preferences and Willingness to Pay for Grass-Fed Beef: Empirical Evidence from In-Store Experiments." *Food Quality and Preference*. 21(2010): 857-866.
- You, W., and G.C. Davis. "Household Food Expenditures, Parental Time Allocation, and Childhood Overweight: An Integrated Two-Stage Collective Model with an Empirical Application and Test." *American Journal of Agricultural Economics*. 92(2010):859-872.
- Davis, G.C., W. You. "The Thrifty Food Plan is not Thrifty when Labor Cost is Considered" *Journal of Nutrition*. 140(2010):854-857. doi: 10.3945/jn.109.119594.

Davis, G.C., and W. You. "The Time Cost of Food at Home: General and Food Stamp Participant Profiles." *Applied Economics*. 42(2010):2537-2552.

You, W., G. Zhang*, B.M. Davy, A. Carlson, B.H. Lin. "Food Consumed Away from Home Can Be a Part of a Healthy and Affordable Diet." *Journal of Nutrition*. 139(2009): 1994-1999. doi: 10.3945/jn.109.107615.

You, W., and R.M. Nayga. "Household Fast Food Expenditures and Children's Television Viewing: Can They Really Significantly Influence Children's Dietary Quality?" *Journal of Agricultural and Resource Economics* 30 (2005):302-14.

Book

You, W. *Time Well Spent: How Watching Time can Reduce the Chances of Having Overweight Children*. VDM Verlag Dr. Muller. ISBN: 978-3-8364-3926-8. May 2008.

Published Government Report

McIntosh, A., G.C. Davis, R.M. Nayga, J. Anding, C. Turren, K. Kubena, E. Perusquia, G. Yeley, and W. You. "Parental Time, Role Strain, and Children's Fat Intake and Obesity-Related Outcomes." Contractor and Cooperator Report No. 19. USDA: (June 2006).

Grant Support (Total over \$10 million and direct responsible amount of about 1.3 million)

Zoellner, J. (MPI), Estabrooks, P.A. (MPI), You, W. (Co-Investigator), Hill, J. "A randomized-controlled trial to compare the reach, effectiveness and maintenance of two family-based childhood obesity treatment programs in a medically underserved region" 06/01/2017 – 05/31/2020. Patient-Centered Outcomes Research Institute (PCORI): \$1,928,620.00. Effort: 10%.

You, W. (MPI), Davis, G. (MPI) "Food Acquisitions, the Thrifty Food Plan, and Benefit Adequacy for SNAP Participants" 07/2016 – 12/2017. University of Kentucky Center for Poverty Research *Understanding SNAP, Food Security, and Geographic Factors in Food Purchase and Acquisition Decisions* funded by the Economic Research Service (ERS) and the Food and Nutrition Service (FNS) in the United States Department of Agriculture: \$47,846. Effort: 50%.

You, W. (PI), Hill, J. "Bringing the food environment home: The effect of a systematically measured food environment on parent choices and childhood obesity" 09/2015 – 08/2016. Virginia Tech Fralin Translational Obesity Research Center Seed Grant: \$5,200. Effort: 20%.

Salehi-Isfahani, D. (PI), Sarangi, S., You, W. (Co-Investigator). "Peer effects for job search and on-the-job training of Saudi youth" 02/2016 – 05/2017. Evidence for Policy Design, Harvard University: \$15,000. Effort: 25%.

Zoellner, J. (PI), Porter, K., You, W. (Co-Investigator), Estabrooks, P. “SIPsmartER Southwest Virginia: A systems-based approach to disseminate and implement an effective sugar-sweetened beverage intervention” 04/2016 – 03/2018. NIH R21: \$442,750. Effort: 5%.

Almeida, F.A. (PI), Estabrooks, P., Davy, B., Wen You (Co-Investigator). “Reach and effectiveness of technology-enhanced diabetes prevention programs.” 05/2012 – 04/2018. R18 National Institutes of Health/National Institute of Diabetes and Digestive and Kidney Diseases: \$3,204,750. Effort: 10%.

Jamie Zoellner (PI), Yvonne Chen, Brenda Davy, Paul A. Estabrooks, Wen You (co-PI). “SIPsmartER: A nutrition literacy approach to reducing sugar-sweetened beverages.” 07/12/2011 to 06/30/2016. R01 National Institutes of Health/National Cancer Institute: \$2,947,383.00. Effort: 12%. [COMPLETED]

Zoellner, J. (MPI), Estabrooks, P. (MPI), Hill, J., Frisard, M., You, W. (Co-Investigator). “Dan river region POPS: Partnering for obesity planning and sustainability.” 01/2013 – 12/2015. R24 National Institute of Health/ National Institute on Minority Health and Health Disparities: \$790,323. Effort: 5%. [COMPLETED]

Wen You (PI), Kevin Boyle, Paul A. Estabrooks, Chris Parmeter. “Dynamic Interactions of Monetary and Nonmonetary Incentives in Weight Loss Interventions.” 02/01/2011 to 07/31/2012. NIH-NHLBI, 1R21HL097308-01A2: \$407,586. Effort: 70%. [COMPLETED]

Paul A. Estabrooks (PI), Russel Glasgow, Stan Xu, Wen You (co-PI). “Tailored Worksite Weight Control Program,” July 2007 to June 2012 \$2,855,157.00. NIH-NIDDK, R01-DK071664-0182 Effort: 10%. [COMPLETED]

Wen You (PI). “An Analysis of the Relationship between School Meal Programs, Childhood Health and Academic Performance,” June 2011 to June 2012, \$17,427.00, Mississippi State University. Effort: 100%. [COMPLETED]

Wen You (PI) and George Davis. “The Costs and Nutritional Consequences of Incorporating Convenience and Time Dimensions in Food Plans.” USDA-ERS, \$29,998.00. 2007. Effort: 80% [COMPLETED]

Conference Paper and Presentations (* denotes student co-author)

You, W., Davis, G.C., Yang*, Y. “Food Acquisitions, the Thrifty Food Plan, and Benefit Adequacy for SNAP Participants.” Selected Paper Presentation at the AAEA meeting, Chicago, IL, July 30 – August 1, 2017.

Xie*, C., Grant, J., You, W. “On the Impact of Sanitary and phytosanitary Measures on Agri-Food Trade: New Evidence from Chinese Firm-Level Data.” Selected Paper Presentation at the AAEA meeting, Chicago, IL, July 30 – August 1, 2017.

- You, W., Davis, G.C., Yang*, Y. “Measuring Food Poverty for SNAP Participants: A Composition of National Versus Local Thrifty Food Plan Thresholds using FoodAPS.” Selected Paper Presentation at the International Health Economics Association (iHEA) World Congress, Boston, MA, July 8-11, 2017.
- Yu*, S., You, W. “Effect of Income Disparities on Child Health in China.” Selected Paper Presentation at the International Health Economics Association (iHEA) World Congress, Boston, MA, July 8-11, 2017.
- You, W., Yu*, L., Hill, J. “How Much Does Food Environment Matter: A Case Study of The Value of Food Environment in Dan River Region.” Selected Paper Presentation at the International Health Economics Association (iHEA) World Congress, Boston, MA, July 8-11, 2017.
- You, W., Davis, G. “Incorporating Time Costs into SNAP Allotment Calculation: A Home Food Production Time Use Analysis.” Selected Paper Presentation at the AAEA meeting, Boston, MA, July 31- August 2, 2016.
- Sun, Y., You, W. “Relative-deprivation effects on child health in China.” Selected Paper Presentation at the AAEA meeting, Boston, MA, July 31- August 2, 2016.
- Yenerall *, J., You, W. “Food Access and Food Expenditures: A Multidimensional Examination.” Paper presentation at the AEA meeting, San Francisco, CA, January 3-5, 2016.
- Yenerall*, J., You, W., Davis, G., Estabrooks, P. “Examining Ways to Handel Non-Random Missingness in CEA through Econometrics and Statistics Lenses.” Selected Paper Presentation at the AAEA meeting, San Francisco, CA, July 26-28, 2015.
- Yenerall*, J., You, W., Hill, J. “A Multidimensional View of Food Environment Impact on Consumption and Food Security.” Selected Paper Presentation at the AAEA meeting, San Francisco, CA, July 26-28, 2015.
- Yuan*, Y., You, W., Boyle, K. “Mixing Distributions for the Mixed Logit Model.” Selected Paper Presentation at the AAEA meeting, San Francisco, CA, July 26-28, 2015.
- You, W., Parmeter, C., Yuan*, Y., Boyle, K., Estabrooks, P. “What Do Self-Perceived Weight Status Measures Capture?” Selected Paper Presentation at the International Health Economics Association (iHEA) 11th World Congress on Health Economics, Milan, Italy, July 12-15, 2015.
- Yenerall*, J., You, W., Estabrooks, P. “Examining Ways to Handel Non-Random Missingness in CEA through Econometrics and Statistics Lenses.” Selected Paper Presentation at the International Health Economics Association (iHEA) 11th World Congress on Health Economics, Milan, Italy, July 12-15, 2015.

- You, W., Y, Yuan*, Boyle, K. “Designing Financial Incentives to Maximize Participation of Target Populations in Weight Loss Programs.” Selected Paper Presentation at the American Society of Health Economists 5th Biennial meeting, Los Angeles, June 22-25, 2014.
- Yenerall*, J., You, W., Estabrooks, P. “Deeper Look At Weight Loss Program Effectiveness: Beyond Prevalence Rate Reduction.” Selected Paper Presentation at the American Society of Health Economists 5th Biennial meeting, Los Angeles, June 22-25, 2014.
- You, W., Yuan*, Y., Boyle, K. “Decision Frame Heterogeneity Across Intensive and Extensive Margins and Attributes Nonattendance: A Case Study in a Weight Loss Study.” Selected Paper Presentation at the AAEA meeting, Washington DC, August 4-6, 2013.
- Davis, G.C., You, W., Sauyma, R. “Meeting Nutritional Guidelines in the United States: The Prevalence, Depth, and Severity of Money and Time Poverty for Food Stamp Targeted Households.” Selected Paper Presentation at the AAEA meeting, Washington DC, August 4-6, 2013.
- Capogrossi*, K.L., You, W. “School Meal Program Menus: A Moral Hazard Problem.” Selected Paper Presentation at the AAEA meeting, Washington DC, August 4-6, 2013.
- Davis, G.C., You, W. “Some Theoretical Notes on Tradeoffs Between Prices, Time and Nutrition from a Producer’s Perspective.” Selected Paper Presentation at the AAEA meeting, Washington DC, August 4-6, 2013.
- Baral*, R., Davis, G.C., Serrano, E., McFerren, M., You, W. “The Cost Effectiveness of Educating Limited Resource Youths on Food and Nutrition.” Selected Paper Presentation at the AAEA meeting, Washington DC, August 4-6, 2013.
- Vinoles, M.V., You, W., Nayga, R.M. “Parental Nutrition Label Usage and Children’s Dietary-Related Outcomes.” Selected Paper Presentation at the AAEA meeting, Washington DC, August 4-6, 2013.
- You, W., Yuan*, Y., Boyle, K., Seidel, R., Kanninen, B., Almeida, F., Wall, S., Estabrooks, P. “How to Best Engage Obese Adults in Weight Loss Programs: A Closer Look at Financial Incentive Designs.” Selected Paper Presentation at the International Health Economics Association (iHEA) 9th World Congress on Health Economics, Sydney, Australia, July 7-10, 2013.
- Yuan*, Y., You, W., Boyle, K. “An Integrated Framework to Examine Social Networks’ Influence on Weight Loss Intervention Reach and Effectiveness.” Selected Short Oral Presentation at the International Health Economics Association (iHEA) 9th World Congress on Health Economics, Sydney, Australia, July 7-10, 2013.
- Davis, G.C., You, W., Sauyma*, R. “Meeting Nutritional Guidelines in the United States: The Prevalence, Depth, and Severity of Money and Time Poverty for Food Stamp Targeted Households.” Selected Paper Presentation at the International Health Economics

Association (iHEA) 9th World Congress on Health Economics, Sydney, Australia, July 7-10, 2013.

Li*, Y., and You, W. "A Closer Look at Patient-Physician Relationship at 'Internet Age': From A Principal-Agent Model Perspective." Selected Paper Presentation at Medicine 2.0 5th World Congress on Social Media, Mobile Apps, Internet/Web 2.0, Boston, MA, September 15-16, 2012.

You, W., and Davis, G.C. "Understanding Conflicting and Compatible Incentives for Retailers in Promoting Healthy Eating." Selected Paper Presentation at the AAEA meeting, Seattle, WA, August 12-14, 2012.

Zeng*, D., You, W., Mill, B.F., and Always, J. "Exploring Rural-Urban Health Disparities: Lessons from Four Major Diseases in the Commonwealth of Virginia." Selected Paper Presentation at the AAEA meeting, Seattle, WA, August 12-14, 2012.

Baral*, R., Davis, G.C., and You, W. "Evaluation of the Youth Expanded Food and Nutrition Education Program: What Contributes to Its Effectiveness?" Selected Paper Presentation at the AAEA meeting, Seattle, WA, August 12-14, 2012.

Kaul*, S., You, W., and Boyle, K. "Delivery at Home vs. Delivery at a Health Care Facility – A Case Study of Bihar, India." Selected Paper Presentation at the AAEA meeting, Seattle, WA, August 12-14, 2012.

Yuan*, Y., Boyle, K., You, W., and Fuller, H.F. "A Nationwide Comparison of Farmland Conservation and Easement Valuation." Selected Paper Presentation at the AAEA meeting, Seattle, WA, August 12-14, 2012.

You, W., A. Hashemi, K. Boyle, P.A. Estabrooks, C. Parmeter and B. Kanninen. "Incentive Design to Enhance Reach of a Weight Loss Program." Selected Paper Presentation at the AAEA meeting, Pittsburg, PA, July 24-26, 2011.

Baral, R., G.C. Davis, and W. You. "Returns to Scale and the Effectiveness of Money Spent on the Expanded Food and Nutrition Education Program." Selected Paper Presentation at the AAEA meeting, Pittsburg, PA, July 24-26, 2011.

Davis, G.C., and W. You. "Direct household Meal Production Function Estimation: Returns to Scale, Elasticity of Substitution, and Poverty Thresholds." Selected Paper Presentation at the AAEA meeting, Pittsburg, PA, July 24-26, 2011.

Xue, H., W. You, R.M. Nayga. "Childhood Obesity Risk and the Role of Primary Caregivers: A Triangular Semi-parametric Simultaneous Equations Approach." Selected Paper Presentation at the AAEA meeting, Pittsburg, PA, July 24-26, 2011.

You, W., A. Hashemi, K. Boyle, P.A. Estabrooks, C. Parmeter and B. Kanninen. "Incentive Design for a Weight Loss Program to Enhance Reach." Selected Paper Presentation at the

International Health Economics Association (iHEA) 8th World Congress on Health Economics, Toronto, Canada, July 8-10, 2011.

- Estabrooks, P.A., W. You, A. Hashemi, S. Summers. "Type, Value, and Timing: The Relationship between Incentives for Weight Loss and Potential Program Reach." Selected Paper Presentation at the Annual Meeting of the Society of Behavioral Medicine, Washington D.C., April, 2011.
- Baral, R., G. Davis, W. You. "An Average Cost Effectiveness Analysis of the EFNEP Effects." Experimental Biology, Washing D.C., April 12, 2011.
- Capogrossi, K. and W. You. "Does Weight Pass the Test?" Selected presentation at Weight of the State: A Virginia Statewide Conference on Childhood Obesity, October 2011.
- Xue, H.,D. Mainville, W. You, and R. Nayga. "Nutrition Knowledge, Sensory Characteristics and Consumers' Willingness to Pay for Pasture-Fed Beef." Selected Paper Presentation at the AAEEA meeting, Milwaukee, Wisconsin, July 26-28, 2009.
- Luo, J., D. Mainville, W. You, and R. Nayga. "Taste and Visual Influences on Hispanic Consumers' Preferences and Willingness-to-Pay." Selected Paper Presentation at the AAEEA meeting, Milwaukee, Wisconsin, July 26-28, 2009.
- Davis, G.C., W. You. "The Money-Time Poverty Threshold in at Home Food Production: A Cost Difference Approach". Selected paper presentation at the 7th World Congress on Health Economics, Beijing, P.R. China, July 2009.
- You, W., G. Zhang, B.M. Davy, A. Carlson, B.H. Lin. "Adding Food-Away-From-Home to the Thrifty Food Plan: Feasibility and Nutritional Implications". Selected paper presentation at WAEA annual meeting, Kauai, Hawaii, June 2009.
- Davis, G.C., W. You. "The Money-Time Poverty Threshold in at Home Food Production: A Cost Difference Approach". Selected paper presentation at WAEA annual meeting, Kauai, Hawaii, June 2009.
- Hong, X.,D. Mainville, W. You, and R. Nayga. "Nutrition Information, Nutrition Knowledge and Consumers' Willingness to Pay for Pasture-Fed Beef: Empirical Evidence from In-Store Experiments." Selected Paper Presentation at International Food and Agri-business management Association annual conference, Budapest, Hungary, June 20-23, 2009.
- Luo, J., D. Mainville, W. You, and R. Nayga. "Hispanic Consumers' Preferences and Willingness to Pay for Pasture-fed Beef in Virginia." Selected Paper Presentation at International Food and Agri-business management Association annual conference, Budapest, Hungary, June 20-23, 2009.
- Luo, J., D. Mainville, and W. You. "Hispanic Consumers' Preferences and Willingness-to-Pay for Pasture-Fed Beef." Selected Paper Presentation at the Food Distribution Research Society Annual Conference, Dublin, Ohio, October 2008.

You, W., G. Zhang, G.C. Davis, B. McCarl, A. Carlson, and B.H. Lin. "What Does It Take to Add A Little Time?: Impact of considering time constraint in USDA food plans" American Agricultural Economics Association annual meeting, Orlando, Florida, July 2008.

Davis, G.C., and W. You. "Childhood Obesity: Does the Quality of Parental Time matter?" American Agricultural Economics Association annual meeting, Orlando, Florida, July 2008.

Burner, J., W. You, and D. Mainville. "Demand Driven Pricing: An Alternative Pricing Strategy for Direct Marketers of Beef." Selected Paper Presentation at the International Food and Agribusiness management Association annual conference. Monterrey, California, June 2008.

Davis, G.C., and W. You. "The Cost of Time in Food Preparation at Home: General and Food Stamp Participant Profiles." Paper presented at International Association for Time Use Research, XXVIII Conference, Washington DC., October, 2007

Davis, G.C., and W. You. [Senior authorship is shared] "Childhood Obesity: Does the Quality of Parental Time matter?" Paper presented at International Association for Time Use Research, XXVIII Conference, Washington DC., October, 2007

You, W., and G.C. Davis. "Household Food Expenditures, Parental Time Allocation, and Childhood Obesity." Selected paper accepted and presented at American Agricultural Economics Association annual meeting, Portland, Oregon, July 2007.

McCarl, B., J. Cornforth, W. You, D. Adams, R. Alig, G. Latta and B. Murray. "Agriculture in the Climate Change and Energy Price Squeeze." Scheduled to be presented at Fourth USDA Greenhouse Gas Conference: Positioning Agriculture and Forestry to Meet the Challenges of Climate Change, Baltimore, Maryland, February, 2007.

Davis, G., and W. You. "The Cost of Time in Food Preparation at Home" Selected paper accepted at American Agricultural Economics Association annual meeting, Long Beach, California, July 2006.

McCarl, B.A., J.C. Cornforth, R. Ismailova, W. You, M. El Halwagi, T. Mohan, and X. Qin. "Renewable Energy as an Emission Control Alternative: Agricultural and Forestry Sector Roles." Poster presented at The U.S. Climate Change Science Program (CCSP) workshop, Washington, D.C., November, 2005.

You, W., G.C. Davis, R.M. Nayga, and A. McIntosh. "Parental Time and Children's Obesity Measures." Selected paper accepted at American Agricultural Economics Association annual meeting, Providence, Rhode Island, July 2005.

You, W., G.C. Davis, and P. Mitchell. "Sweet Persuasion: Soft Drinks, School Funding, and Children's Health." Selected paper accepted and presented at American Agricultural Economics Association annual meeting, Denver, Colorado, August 2004.

You, W., P. Mitchell, and R.M. Nayga. "Using Food Stamp to Improve Nutrient Intake." Selected paper accepted at American Agricultural Economics Association annual meeting, Montreal, Canada, July 2003.

You, W., and R.M. Nayga. "Food Away From Home and Children Diet Quality: Cross-Sectional and Pseudo Panel Estimation." Selected paper accepted at American Agricultural Economics Association annual meeting, Montreal, Canada, July 2003.

Invited Seminar Talk and Key Notes

You, W. "Smart Design of Health Policies: Role of Preference Heterogeneity" Invited Key Note speech at the 2nd International Symposium on Public Service, Research Center of Public Service and Performance Evaluation, Zhejiang University, Hangzhou, P.,R. China, Dec. 15th to 16th, 2017.

You, W. "Estimating Dual-Headed Time in Food Production with Implications for SNAP Benefit Adequacy" Invited seminar talk at the Seminar Series on Big Data and Smart Medicine and Health Services, Zhejiang University, Hangzhou, P.R. China, Dec 18th, 2017.

You, W. "How Much Does Food Environment Matter: A Case Study of the Value of Food Environment in Dan River Region" Invited seminar talk at the Seminar Series on Big Data and Smart Medicine and Health Services, Zhejiang University, Hangzhou, P.R. China, Dec 18th, 2017.

You, W. Key Panelist for the 3rd Shanghai University of Finance and Economics Workshop of Economics and Business, December 20th, 2017.

You, W., Davis, G.C., Yang, Y. "Food Acquisitions, the Thrifty Food Plan, and Benefit Adequacy for SNAP Participants." Invited workshop presentation at USDA Economic Research Service and University of Kentucky Center for Poverty Research Workshop "Understanding the Relationship between SNAP, Food Security, and Health in the National Health Interview Survey and National Household Food Acquisition and Purchase Survey", Washington D.C., October 20, 2017.

You, W. "Food Access and Food Expenditures: What Is Missing?" Invited seminar talk at College of Economics and Management, South China Agricultural University, P.R. China, Dec 28th, 2016.

You, W. "Food Access and Food Expenditures: What Is Missing?" Invited seminar talk at Fuzhou University, P.R. China, Dec 20th, 2016.

You, W. "Food Access and Food Expenditures: What Is Missing?" Invited seminar talk in Department of Health Promotion, Social, and Behavioral Health, University of Nebraska Medical Center, May 2nd, 2016.

- You, W. “Food Access and Food Expenditures: What Is Missing?” Invited seminar talk to the Virginia Tech Student Chapter of Institute for Operations Research and the Management Sciences (INFORMS), April 13, 2016.
- You, W. “Incorporating Time Cost into SNAP Allotment Calculation: A Home Food Production Time Use Analysis” Invited seminar talk at Fuzhou University, P.R. China, December 7th, 2015.
- You, W. “Incentive for Promoting Healthy Lifestyle: A Complex and Gestalt Concept” Invited Key Note speech at Workshop on “Aging and Health: Policy and Economics in an Era of Longevity”, Center for Health Economics and Aging, Institute for Advanced Research, Shanghai University of Finance and Economics, December 2nd, 2015.
- You, W. “Incorporating Time Cost into SNAP Allotment Calculation: A Home Food Production Time Use Analysis” Invited seminar talk at School of Business, Shanghai University of International Business and Economics, December 1st, 2015.
- You, W. “Incorporating Time Cost into SNAP Allotment Calculation: A Home Food Production Time Use Analysis” Invited seminar talk at School of Economics, Shanghai University of Finance and Economics, November 30th, 2015.
- You, W. “Food Access and Health Outcomes: A Multidimensional Examination” Invited seminar talk at Research Triangular Institute, North Carolina, October 21st, 2015.
- You, W. “Food Access and Health Outcomes: A Multidimensional Examination” Invited seminar talk at Department of Agricultural and Resource Economics, North Carolina State University, October 20th, 2015.
- You, W. “What Can Be Done to Increase Weight Control Programs’ Public Health Impact?” Invited seminar talk at Fuzhou University, P.R. China, April 7th, 2015.
- You, W. “What Do Self-Reported Measures of Weight Status Capture?” Invited seminar talk at Department of Agricultural & Applied Economics, Virginia Tech, January 30th, 2015.
- You, W. “What Do Self-Reported Measures of Weight Status Capture?” Invited seminar talk at quarterly meeting of The Fralin Translational Obesity Research Center, January 15, 2015.
- You, W. “How to Best Engage Obese Adults in Weight Loss Programs: A Closer Look at Financial Incentive Arms.” Invited conference talk in VT Fralin Translational Obesity Research Center 1st biennial obesity conference, Blacksburg, VA, June 17-18, 2013.
- You, W., and G.C. Davis. “Childhood Overweight: Does Quality of Parental Childcare Time Matter?” Invited talk at Weight of the State: A Virginia Statewide Conference on Childhood Obesity, October 2011.

- You, W. “What, When and How Much?: The Search for Financial Incentive Designs to Enhance the Reach of A Weight Loss Program.” Invited Seminar presentation in the Department of Agricultural Economics, Texas A&M University, May 9th, 2011.
- You, W. “Incorporating Food Away From Home into the Thrifty Food Plan: Nutritional and Feasibility Implication.” Invited seminar presentation in Department of Human Nutrition Food and Exercise, Virginia Tech, April 20th, 2009.
- You, W. “Time Well Spent: How Watching Time can Reduce the Chances of Having Overweight Children.” Invited seminar presentation in Institute for Operations Research and the Management Sciences (INFORMS), Virginia Tech, October 29th, 2008.
- You, W., G.C. Davis. “Household Food Expenditures, Parental Time Allocation, and Childhood Obesity” Invited seminar presentation in Department of Agricultural Economics, University of Kentucky, October 26th, 2007

Conference Posters

- Yenerall, J., You, W., Hill, J. “Shopping Trip Patterns and Purchase Quality.” Selected poster presentation at AAEA meeting, Chicago, IL, July 30 – August 1, 2017.
- Yu, Sun, You, W., Davis, G.C. “The Joy of Cooking? Analysis of Well-Being in Food Activities and Implications for Nutrition Policies” Selected poster presentation at AAEA meeting, Chicago, IL, July 30 – August 1, 2017.
- Yu, Ling, You, W., Hill, J. “How Much Does Food Environment Matter: A Case Study of the Value of Food Environment in Dan River Region” Selected poster presentation at AAEA meeting, Chicago, IL, July 30 – August 1, 2017.
- Zoellner, J., Hedrick, V.E., You, W., Chen Y., Davy, B., Porter, K., Bailey, A., Lane, H., Alexander, R., Estabrooks, P.A. “Effects of A Multi-Component Behavioral and Health Literacy Intervention to Reduce Sugar-Sweetened Beverages: A Randomized-Controlled Trial.” American Public Health Association. Nov 2016.
- Yuan*, Y., You, W., Boyle, K., Parmeter, C. “Evaluation of an Alternative Attribute Non-Attendance Elicitation format.” Selected poster presentation at AAEA meeting, San Francisco, CA, July 26-28, 2015.
- Yuan*, Y., You, W., Boyle, K., Estabrooks, P. “Designing Financial Incentives to Maximize Participation of Target Populations in Weight Loss Programs” Selected poster presentation at AAEA annual meeting. Minneapolis, MN, July 27–29, 2014.
- Yuan* Y., You, W., Boyle, K., Estabrooks, P. “Designing Financial Incentives to Maximize Participation of Target Populations in Weight Loss Programs” Poster presentation at VT Institute for Critical Technology and Applied Science (ICTAS) poster session. Blacksburg, VA, April 16, 2014.

- Yenerall*, J., W. You, F. Almeida, S. Harden, B. Davy, J. Hill, P. Estabrooks. "Beyond Prevalence Rates: Capturing Health Risks in Weight Loss Intervention Treatment Effects." Poster presented in the Society of Behavioral Medicine Conference, Philadelphia, PA, April 2014.
- Yuan*, Y., You, W., Boyle, K., Estabrooks, P. "A Systematic Look at Designing Financial Incentives to Maximize Participation and Representativeness of Target Populations in Low-intensity Weight Loss Programs." E-Poster Presentation at the International Health Economics Association (iHEA) 9th World Congress on Health Economics, Sydney, Australia, July 7-10, 2013.
- Yuan*, Y., You, W., Boyle, K., Estabrooks, P. "Effect of Financial Incentive Designs on Participation in Weight Loss Programs." Poster presentation in VT Fralin Translational Obesity Research Center 1st biennial obesity conference, Blacksburg, VA, June 17-18, 2013.
- Yenerall*, J., You, W., Almeida, F., Harden, S., Davy, B., Hill, J., Estabrooks, P. "It's More than just BMI: Capturing the Full Effect of an Incentivized Weight Loss Program on Participants' Overall Well Being." Poster presentation in VT Fralin Translational Obesity Research Center 1st biennial obesity conference, Blacksburg, VA, June 17-18, 2013.
- Capogrossi, K.L., and W. You. "Spillover Effects of SBP and NSLP on Academic Performance." Selected poster presentation at AAEA annual meeting, Seattle, WA, August 2012.
- Capogrossi, K.L., and W. You. "Do School Lunch Programs Influence Child Weight? A Treatment Effect Analysis." Selected poster presentation at AAEA annual meeting, Seattle, WA, August 2012.
- Rudi, J., Davis, G.C., and W. You. "The Goods-Time Elasticity of Substitution in Home Food Production for Food Stamp/SNAP Participants." Selected poster presentation at AAEA annual meeting, Seattle, WA, August 2012.
- You, W., S. Liao, and T.H. Yu. "Instrument Selection through Bayesian Model Average and Directed Acyclic Graph Approaches: A Case Study in Childhood Obesity and Parental Time Allocation." Selected poster presentation at AAEA annual meeting, Pittsburg, PA, July 2011.
- Capogrossi, K. and W. You. "Academic Performance and Childhood Misnourishment: A Quantile Approach." Selected poster presentation at AAEA annual meeting, Pittsburg, PA, July 2011.
- You, W., G. Zhang, B.H. Lin, A. Carlson. "The Impact of Regional Food Cost Differences on the TFP Recommendations." Selected poster presentation at AAEA annual meeting, Denver, Colorado, July 2010.
- You, W., G. Zhang, R.M. Nayga. "Socio-Economic Profiles of Nutrition Label Users." Selected poster presentation at AAEA annual meeting, Denver, Colorado, July 2010.

- Xue, H., D. Mainville, W. You, and R.M. Nayga. "The Influence of Endogenous Nutrition Knowledge on Consumers' Willingness-to-Pay for Healthful Food Products." Selected poster presentation at AAEA annual meeting, Denver, Colorado, July 2010.
- Baral, R., W. You, and G.C. Davis. "Consumption Time in Household (Food) Production: Implications for the Goods-Time Elasticity of Substitution." Selected poster presentation at AAEA annual meeting, Denver, Colorado, July 2010.
- You, W. "Food and Health Economists: Who? What? Why?." Invited presentation at Obesity Research Group, CRC, Virginia Tech, April 28th, 2010.
- You, W., Zoellner, J.M., Almeida, F.A., Hill, J., Robert, C.A., Allen K.C., Glasgow, R.E., Linnan L., Estabrooks, P.A. "Who Participates in Internet-Based Worksite Surveys and Weight Loss Programs?" Rapid Communication poster presentation at The 31st Annual Meeting & Scientific Sessions of the Society of Behavioral Medicine. Seattle, April 7-10, 2010.
- You, W., G.C. Davis. "Household Food Expenditures, Parental Time Allocation, and Childhood Overweight: An Integrated Two-Stage Collective Model with an Empirical Application and Test." Invited seminar presentation in Department of Applied Economics, University of Minnesota, March 24th, 2010.
- Zhang, Ge, W. You, B.M. Davy, A. Carlson, B.H. Lin. "Incorporating Food Away From Home Into the Thrifty Food Plan: Feasibility and Nutrition Implications" Selected poster presentation at AAEA annual meeting, Milwaukee, Wisconsin, July 2009.
- You, W., G.C. Davis. "Household Food Expenditures, Parental Time Allocation, and Child Overweight: An Integrated Two-Stage Collective Model with an Empirical Application and Test". Selected poster presentation at the 7th World Congress on Health Economics, Beijing, P.R. China, July 2009.
- You, W., G.C. Davis. "Economics of Obesity: A Programmatic Overview" Poster presented at Deans' Forum on Health, Food, and Nutrition, Holtzman Alumni Center, November, 2007
- Zhang, G., W. You, and G.C. Davis. "The Costs and Nutritional Consequences of Incorporating Convenience and Time Dimensions in Food Plans." Poster presented at Deans' Forum on Health, Food, and Nutrition, Holtzman Alumni Center, November, 2007
- Xue, H., W. You, and D. Mainville. "Consumers' Willingness to Pay for Pasture-Fed Beef." Poster presented at Deans' Forum on Health, Food, and Nutrition, Holtzman Alumni Center, November, 2007
- Davy, K., G.C. Davis, B., Davy, P. Estabrooks, D. Good, M. Hulver, J. Rankin, E. Serrano, W. You, K. Zhou. "From Cells to Society: Virginia Tech's Response to the Obesity Epidemic." Poster presented at Deans' Forum on Health, Food, and Nutrition, Holtzman Alumni Center, November, 2007

You, W., G.C. Davis. “Equitable Agriculture To Fight Obesity” Poster presented for Farm Bureau Visit, Sep 24, 2007

You, W., G. C. Davis, and B. McCarl. “Incorporating Convenience and Time Dimensions in TFP Type Market Baskets: Some Possible Approaches.” Invited presentation at USDA-ERS Washington DC, March 15th, 2007.

You, W. “Obesity Causes Investigation and Policy Intervention.” Invited presentation in Obesity Cluster Group Meeting in Virginia Tech, Feb 6th, 2007

Press Publication

My Comments are featured in “Opportunity in China's Meltdown.” Blue Ridge Business Journal, Vol. 19, Sep 10, 2007.

The project on financial incentive design for weight loss program funded by NIH was featured in International Innovation Research Spotlight (May 2013 page 97 to 100).

Professional Service

Grant Proposal Review Service

- Invited reviewer for National Institute of Food and Agriculture (NIFA) 2016.
- Invited reviewer for Research Grant Council of Hong Kong 2012, 2014, 2015, 2016, 2017
- Invited reviewer for Healthy Eating Research 2008
- Invited reviewer for FANRP 2007.

Peer Review Service

- Editorial Board member for China Health Review, October 2016 to present.
- Editorial Council for the Journal of Agricultural and Resource Economics, April 2015 to December 2018.
- Associate Editor for Public Health Nutrition, May 2012 to present
- Invited Journal Reviewer for: Administration & Society; Advances in Medical Education and Practice; Agricultural and Applied Economics; Agricultural and Resource Economics Review; American Journal of Agricultural Economics; American Journal of Preventive Medicine; Canadian Journal of Agricultural Economics; Choices; Climate Change; Contemporary Economics; Contemporary Economic Policy; Economics Bulletin; Economic Letters; Empirical Economics; Economic Inquiry; European Review of Agricultural Economics; Food Policy; Food Quality and Preference; Health Psychology; International Food and Agribusiness Management Review; Journal of Agricultural and Applied Economics; Journal of Agricultural and Resource Economics; Journal of Applied Economic Perspectives & Policy; Journal of Consumer Affairs; Journal of Family and Economic Issues; Journal of Food

Distribution Research; Journal of Integrative Agriculture; Journal of Marriage and Family; Journal of Medical Internet Research; Journal of Nutrition; Journal of Personal Finance; Journal of Preventive Medicine; Medical Decision Making; Nutrients; Preventive Medicine; Public Health Nutrition; Review of Economics of the Household

- Invited government report reviewer for: USDA Economic Research Service (ERS), USDA Center for Nutrition and Policy Promotion (CNPP).

Conference Paper Abstract Review Service

- Invited reviewer for American Society of Health Economists meeting, 2016
- Scientific Committee member, iHEA 11th World Congress, Milan, Italy, July 2015
- Invited reviewer for the Society for Medical Decision Making, 2012
- Scientific Committee member, iHEA 8th World Congress, Toronto, Canada, July 2011
- Invited reviewer for the selected paper abstract review, Agricultural and Applied Economics Association annual meeting, Pittsburg, July 2011.
- Invited reviewer for the selected paper abstract review, Agricultural and Applied Economics Association annual meeting, Denver, Colorado, July 2010.
- Invited reviewer for the selected paper abstract review, Agricultural and Applied Economics Association annual meeting, Milwaukee, Wisconsin, July 2009.
- Invited reviewer for the selected paper abstract review, American Agricultural Economics Association annual meeting, Orlando, Florida, July 2008.
- Invited reviewer for the selected paper abstract review, Southern Agricultural Economics Association annual meeting, Orlando, Florida, February 2006.
- Invited reviewer for the selected paper abstract review, American Agricultural Economics Association annual meeting, Providence, Rhode Island, July 2005.

Affiliations

- American Agricultural Economic Association
- International Association of Time Use
- International Health Economics Association
- American Society of Health Economists
- The Chinese Economist Society
- Nutrition Society