

**Tatiana Drugova, Ph.D.**  
Postdoctoral Fellow  
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## EDUCATION

- **Ph.D. in Economics, August 2015 – May 2019**  
Utah State University, Logan, UT, USA: Supervised by Dr. Kynda Curtis  
Dissertation Title: “The Organic Wheat Market: Three Essays on Pricing, Consumer Segments, and the Importance of Labels”
  - **B.S. in Tourism Management, September 2003 – May 2008**  
University of Economics, Bratislava, Slovakia: Supervised by Dr. Valeria Michalova  
Thesis Title: “Trends in the Development of International Trade in Services”
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## HONORS AND AWARDS

- Richardson-Applebaum Award for Outstanding Ph.D. Dissertation in Food Distribution and Marketing, October 2019
  - Presidential Doctoral Research Fellowship, Utah State University, Logan, UT, USA, August 2015 – May 2019
  - B.S. Diploma with honors, University of Economics, Bratislava, Slovakia, May 2008
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## RESEARCH EXPERIENCE

**Postdoctoral Fellow, July 2019 – present**

**Graduate Research Fellow, August 2015 – June 2019**

*Department of Applied Economics, Utah State University*

- Implemented a variety of econometric models on large datasets
- Applied time series analysis (vector autoregressive and vector error correction models) to investigate relationships between agricultural commodity prices
- Designed and administered a large-scale online consumer survey to examine consumer behavior, preferences and willingness to pay for food labels, applying discrete choice models (multinomial logit, random parameter logit, and latent class models)
- Applied synthetic control methods in comparative case studies
- Applied logit models to investigate preferred strategies of producers and growers in response to drought
- Applied panel data analysis to evaluate impact of drought on cattle and hay industries
- Wrote up Extension Fact Sheets based upon dissertation results
- Assisted with the organizational and served as a session moderator at the Utah Urban and Small Farms Conference, February 2019

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## TEACHING AND MENTORING EXPERIENCE

### **Instructor, Strategic Firm Management (APEC 5020), Spring 2017, Spring 2018, Spring 2020**

*Department of Applied Economics, Utah State University*

- Primary instructor (campus course) – Spring 2018, Spring 2020
- Primary instructor (online course) – Spring 2017
- Capstone course, covers the economics of food and agricultural product development and marketing for senior-level undergraduates

### **Undergraduate Mentor, 2017 – 2019**

*Undergraduate Research & Creative Opportunities, Utah State University*

- Reviewed and evaluated research proposals submitted for funding by undergraduate students *Student Research Symposium (Fall & Spring), Utah State University*
- Provided feedback on presentations and posters showcasing research of undergraduate students

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## ACADEMIC JOURNAL ARTICLES, REFEREED – PUBLISHED

- Drugova, T., K.R. Curtis, and S. Akhundjanov, (forthcoming, 2020). “Organic Wheat Products and Consumer Choice: A Market Segmentation Analysis.” *British Food Journal*.
- Drugova, T., V.F. Pozo, K.R. Curtis and T.R. Fortenbery, 2019. “Organic Wheat Prices and Premium Uncertainty: Can Cross Hedging and Forecasting Play a Role?” *Journal of Agricultural and Resource Economics*, 44(3), 549–568.

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## ACADEMIC JOURNAL ARTICLES, REFEREED – UNDER REVIEW

- Curtis, K.R., T. Drugova, T. Knudsen, J. Reeve, and R.A. Ward, “Is Eco-Friendly More Important than Organic for Farmers’ Market Shoppers?” Under review at the *Journal of Food Distribution Research*, submitted 02/2020.
- Drugova, T., K.R. Curtis, and S. Akhundjanov, “Do Multi-labeled Food Products Inform or Confuse Consumers?” Under review at the *Canadian Journal of Agricultural Economics*, submitted 04/2020.
- Drugova, T., M.-K. Kim, and P.M. Jakus, “Marketing, Congestion, and De-marketing in Utah’s National Parks.” Under review at the *Tourism Economics*, submitted 05/2020.

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## ACADEMIC JOURNAL ARTICLES, REFEREED – WORKING

- Drugova, T., M.-K. Kim, and F. Openshaw, “Drought Impacts on Cattle Industry in Intermountain West.”
- Curtis, K.R., T. Drugova, and R.A. Ward, “Agricultural Producer Adaptation to Drought in Utah: An Experimental Study.”
- Curtis, K.R., T. Drugova, and M.-K. Kim, “Drought Impacts on Cattle and Hay Industries in Indian Reservations.”

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## ACADEMIC JOURNAL ARTICLES PROCEEDINGS ISSUES, REFEREED/PEER-REVIEWED – PUBLISHED

- Curtis, K.R., T. Drugova, and R.A. Ward, 2020. “Producer Response to Drought Policy in the West.” *Journal of Food Distribution Research*, 51(1), 17-25.

- Drugova, T., V.F. Pozo, K.R. Curtis and T.R. Fortenbery, 2018. “Organic Wheat Prices and Premium Uncertainty: Can Cross Hedging and Forecasting Play a Role?” Proceedings of the NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, Minneapolis, MN. [<http://www.farmdoc.illinois.edu/nccc134>].
- Drugova, T., V.F. Pozo, and K.R. Curtis, 2018. “Forecasting Organic Wheat Prices: Do Conventional Wheat Prices Play a Role?” *Journal of Food Distribution Research*, 49(1), 48-55.

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#### **EXTENSION PUBLICATIONS – PUBLISHED**

- Drugova, T., and K. Curtis, (2019). “Does Consumer Knowledge of Organic Production Standards Influence Demand for Organic and Non-GMO Labeled Foods?” USU Extension Fact Sheet, Applied Economics/2019-06pr.
- Drugova, T., and K. Curtis, (2019). “Do Consumers Who Prefer Gluten-Free Also Prefer Organic?” USU Extension Fact Sheet, Applied Economics/2019-07pr.
- Curtis, K., T. Drugova, and H. Thomason, (2018). “Who Are Organic Wheat Consumers?” USU Extension Fact Sheet, Applied Economics/2018-05pr.
- Curtis, K., T. Drugova, and H. Thomason, (2018). “Labeling and Product Characteristic Preferences of Organic Food Buyers.” USU Extension Fact Sheet, Applied Economics/2018-03pr.
- Curtis, K., T. Drugova, and H. Thomason, (2018). “Premium Potential for Organic Wheat Products.” USU Extension Fact Sheet, Applied Economics/2018-06pr.

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#### **ACADEMIC CONFERENCE PRESENTATIONS, PEER-REVIEWED**

- Curtis, K.R., T. Drugova, and R.A. Ward, “Agricultural Producer Adaption to Drought in Utah: An Experimental Study.” Selected paper presented at the 2020 Australasian Agricultural & Resource Economics Society (AARES) Annual Conference, Perth Australia, February 2020.
- Curtis, K.R., T. Drugova, and R.A. Ward, “Producer Response to Drought Policy in the West.” Selected paper presented at the 2019 Annual Meeting of the Food Distribution Research Society (FDRS), Seattle WA, October 2019.
- Curtis, K., and T. Drugova, “Do Multi-labeled Food Products Inform or Confuse Consumers.” Invited paper presented at the 2019 Annual Meeting of the Australian Agricultural and Resource Economics Society (AARES), Melbourne, Australia, February 2019.
- Kim, M-K., T. Drugova, and P.M. Jakus, “Selling Utah: How Much the Mighty 5 Helps Boost Tourism and Utah Economy?” Selected paper presented at the 2019 Annual Meeting of the Western Regional Science Association (WRSA), Napa CA, February 2019.
- Drugova, T., and K. Curtis, “Do Extra Labels Pay? The Impact of Non-GMO and Health Labels on Consumer WTP for Organics.” Presented at the 2018 Annual Meeting of the Agricultural & Applied Economics Association (AAEA), Washington DC, August 2018.
- Drugova, T., and K. Curtis, “How Do Consumers of Organic Wheat Products Differ from Non-Consumers? Analysis of Market Segments.” Selected paper presented at the 2018 Annual Meeting of the Western Agricultural Economics Association (WAEA), Anchorage AK, June 2018.
- Drugova, T., K. Curtis, V. Pozo, and R. Fortenbery, “Organic Wheat Prices and Premium Uncertainty: Can Cross Hedging and Forecasting Play a Role?” Selected paper presented at the 2018 NCCC-134 Conference, Minneapolis MN, April 2018.
- Drugova, T., K. Curtis, V. Pozo, and R. Fortenbery, “Organic Wheat Prices and Premium Uncertainty: Can Cross Hedging and Forecasting Play a Role?” Presented at the Applied Economics Department Seminar, Logan UT, April 2018.

- Drugova, T., K. Curtis, and V. Pozo, “Forecasting Organic Wheat Prices: Do Conventional Wheat Prices Play a Role?” Selected paper presented at the 2017 Annual Meeting of the Food Distribution Research Society (FDRS), Honolulu HI, October 2017.
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### **RESEARCH AND EXTENSION GRANTS, REFEREED – FUNDED**

- USDA-NIFA Organic Agriculture Research and Extension Initiative (OREI), 2019-2023. \$2 million. From Compost Carryover to Compost Legacy. Role: Postdoctoral Fellow
  - Utah Division of Water Resources/USU Extension, 2019-2020. \$75,000. Drought impact assessment for Utah agriculture. Role: Postdoctoral Fellow
  - USDA-NIFA Organic Agriculture Research and Extension Initiative (OREI), 2014-2020. \$1.6 million. Compost Carryover and Cover Crop Effects on Soil Quality, Profitability, and Cultivar Selection in Organic Dryland Wheat. Role: Graduate Research Fellow.
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### **RESEARCH AND EXTENSION GRANTS, REFEREED – NOT FUNDED**

- WSARE Graduate Student Grant in Sustainable Agriculture, 2018-2019. Submitted 1/2018. Role: Co-PI.
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### **PROFESSIONAL MEMBERSHIPS**

- American Economic Association (AEA) – 2019 to present
  - Agricultural & Applied Economics Association (AAEA) – 2018 to present
  - Western Agricultural Economics Association (WAEA) – 2018 to present
  - Food Distribution Research Society (FDRS) – 2017 to present
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### **BUSINESS EXPERIENCE**

#### **Billing Analyst, March 2015 – June 2015**

*AT&T Global Network Services, Bratislava, Slovakia*

- Processed monthly billings for business clients

#### **Financial Analyst, November 2008 – June 2012**

*IBM International Service Center, Bratislava, Slovakia*

- Tracked costs and expenses in assigned departments; prepared monthly and quarterly financial forecasts; analyzed discrepancies between actual, forecast, and past results; initiated booking corrections; presented monthly and quarterly financial results to business and financial managers
  - Prepared revenue and signings reports
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### **SKILLS**

- **Technical skills**  
Programming and statistical languages and software packages: R, Stata, Nlogit, @Risk  
Other: MS Office, Qualtrics
- **Language skills**  
Slovak, Czech, English, German, Spanish