

Long Gao, Ph.D.

Assistant Professor of Agribusiness

Department of Agriculture, Agribusiness, and Environmental Sciences

Texas A&M University-Kingsville

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EDUCATION BACKGROUND

Ph.D., Agricultural Economics, Texas A&M University, College Station TX. May 2021

Advisor: Dr. Oral Capps and Dr. Senarath Dharmasena

Dissertation topic: “Demand Analysis of Dairy Products in the U.S.”

M.S., Economics, University of Macau, Macau SAR, China. July 2014

Thesis title: “Empirical Comparisons of the Functional Forms of Inter-Temporal Demand Systems”.

B.S., Major: Mathematics/Minor: Economics, Xiamen University, Xiamen, China, July 2009

RESEARCH FIELDS

Primary Field: Consumer Demand; Marketing; Sustainable Agriculture

Secondary Field: Experimental Economics; Agribusiness Forecasting; Risk Management

WORK EXPERIENCE

Assistant Professor of Agribusiness, Department of Agriculture, Agribusiness, and Environmental Sciences, Texas A&M University – Kingsville, July 2024 - Present

- 75% teaching, 25% research appointment

Post-doctoral Research Associate, Department of Agricultural & Applied Economics, Texas Tech University, August 2021-May 2024, Supervisor: Dr. Donna McCallister

- Conducted economic experimental design to evaluate the underground water values of farmlands with the depletion of the aquifer.
- Assessed the risks of agricultural production regarding the depletion of the aquifer in the Southern High Plains of Texas, and evaluate different crop insurance policies using simulation methods.
- Forecasted the demand for different nitrogen fertilizers and designed surveys for stakeholders throughout the supply chain of nitrogen fertilizer to elicit barriers to adoption and establish incentives for CASFER fertilizer in the offset market.
- Participated and developed grant proposals for foundational programs

Research Assistant, Agribusiness, Food, and Consumer Economics Research Center, Texas A&M University, January 2020 – May 2020, Supervisor: Dr. Oral Capps

- Cleaned dairy data from Nielsen Homescan Panel.
- Conducted demand analysis for dairy products in the U.S. using Econometric methods, including probit model, Heckman two-step procedure, generalized linear regression, and panel analysis.
- Implemented four models to forecast the domestic demand for ice cream, including Holt-Winters, ARIMA, structure model, and vector error correction model (VEC).

Instructor, Texas A&M University, August 2018 - December 2019

Teaching Assistant, Texas A&M University, August 2015 - May 2018

- Undergraduate courses: Fundamentals of Agricultural Economics Analysis; Marketing Agricultural and Food Products; Principles of Farm and Ranch Management
- Graduate courses: Managerial Economics in Agribusiness; Agribusiness Analysis and Forecasting

TEACHING

Texas A&M University – Kingsville (Spring 2025)

- **AGBU2317 Introduction to Agricultural Economics (Face-to-face | Lecture Instructor)**
- **AGBU3366 Agricultural Policy (Face-to-face | Lecture Instructor)**
- **AGBU4350 Agricultural Finance (Face-to-face | Lecture Instructor)**

Texas A&M University – Kingsville (Fall 2024)

- **AGBU3350 Agribusiness Marketing (Hybrid | Lecture Instructor)**
- **AGBU3371 Farm Management (Hybrid | Lecture Instructor)**
- **AGBU4360 Agricultural Price Analysis (Hybrid | Lecture Instructor)**

Texas A&M University

- **AGEC314 Marketing Agricultural and Food Products (Face-to-Face | Lecture Instructor)**
- **AGEC317 Economic Analysis for Agribusiness Management (Face-to-Face | Lecture Instructor)**
- **AGEC325 Principles of Farm and Ranch Management (Face-to-Face | Laboratory Instructor)**

CONFERENCE PRESENTATIONS

- “A Comprehensive Forecast and Analysis of the US Nitrogen Fertilizer Demand” Selected presentation for Agricultural & Applied Economics Association annual meeting (AAEA), 2024.
- “Sustainable Cotton Choices: Consumer Preferences and Willingness to Pay” Selected poster for Agricultural & Applied Economics Association annual meeting (AAEA), 2024.
- “A Laboratory Experiment to Assess the Impact of Risk Preferences on Land Bidding Values” Selected presentation for Western Agricultural Economics Association annual meeting (WAEA), 2023.
- “An Experimental Economics Approach to Valuing Land Prices” Selected presentation for Agricultural & Applied Economics Association annual meeting (AAEA), 2023.
- “A Cross-sectional Analysis of the Demand for Dairy Products”, Selected presentation for Southern Agricultural Economics Association annual meeting (SAEA), 2019.
- “Impacts of Household Socio-demographic Factors and Economic Factors Associated with the Purchase of Dairy Products”, Selected poster for Agricultural & Applied Economics Association annual meeting (AAEA), 2019.

PUBLICATION

- Capps Jr, O. J., & Gao, L. (2023). A Comparison of Demand System Models Peculiar to A Granular Array of Dairy Products. *Journal of Food Distribution Research*, 54(3), 30-65.

WORKING PAPER

- “A Comprehensive Forecast and Analysis of the US Nitrogen Fertilizer Demand” (with Donna McCallister, Revising)
- “Evaluate Crop Insurance Regarding the Depletion of the Aquifer in the Southern High Plains of Texas” (with Donna McCallister and Rebecca McCullough, Revising)
- “An Experimental Economics Approach to Valuing Land Prices” (with Donna McCallister and Ryan Williams, Revising)
- “Sustainable Cotton Choices: Consumer Preferences and Willingness to Pay” (with Donna McCallister and Qi Kang, Revising)
- “Economic Analysis of Cover Crop Practices in Citrus Production” (with Joel Cabrera, Conducting Research)
- “Demand Analysis of Citrus Fruits in the U.S.” (with Oral Capps, Conducting Research)

GRANTS (PI, CO-PI, & COLLABORATOR)

- Texas A&M AgriLife IHA, FY 25-26 “Enhancing the Sustainability of the Texas Citrus Industry Through Market-Driven Insights” \$ 143,395, Long Gao (PI), Chengcheng Fei (Co-PI), Rejected.
- Texas A&M AgriLife IHA, FY 25-26 “The Implication of Expanding Grass-Fed Beef Market on US

Agricultural Markets and Land Use” \$ 274,409, Chengcheng Fei (PI), Long Gao (Co-PI), Rejected.

- USDA NIFA AFRI, 2022-2023 “Developing Data-Driven Marketing Incentives for Sustainable Cotton Production throughout the Supply Chain” \$650,000 (Donna McCallister (PI), Syed Badruddoza (Co-PI), and Laura Fischer (Co-PI), Awarded)
- CASFER “Optimizing Long-Term Agricultural Production to Estimate Regional Nitrogen Demand in Texas” (Donna McCallister (Co-PI) and Amy Hardberger (Co-PI), Awarded)
- USDA Partnerships for Climate-Smart Commodities program. “Establishing Climate-Smart Commodities with Reduced Greenhouse Gas Footprints to Enhance Environmental and Economic Sustainability in the Texas High Plains” (Krishna Jagadish (PI), and Donna McCallister (Co-PI), Awarded)

SKILLS

Language: English (Fluent), Chinese (Native)

Computer languages and Programs: SAS, EViews, Python, Stata, Simetar, oTree, and Microsoft Office