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. 2021
  Advisor: Dr. Oral Capps and Dr. Senarath Dharmasena
  Dissertation: "Demand Analysis of Dairy Products in the U.S."
- **M.S.**, Economics, University of Macau, Macau SAR, China. 2014
  Thesis: "Empirical Comparisons of the Functional Forms of Inter-Temporal Demand Systems".
- **B.S.**, Mathematics (Minor: Economics), Xiamen University, Xiamen, China, 2009

RESEARCH FIELDS

- **Primary**: Consumer Demand; Marketing; Sustainable Agriculture
- **Secondary**: 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
  Research on water valuation, crop insurance, and nitrogen fertilizer demand.
- **Research Assistant,** Agribusiness, Food, and Consumer Economics Research Center, Texas A&M University, January 2020 – May 2020,
  Supervisor: Dr. Oral Capps
  Conducted demand analysis for dairy products using econometric methods, including Heckman two-step procedure, generalized linear regression, and demand system estimation.
- **Instructor,** Texas A&M University, August 2018 - December 2019
- **Teaching Assistant,** Texas A&M University, August 2015 - May 2018

TEACHING

Texas A&M University – Kingsville (Fall 2025)

- AGBU3340 Agribusiness Organization and Management
- AGBU3350 Agribusiness Marketing
- AGBU2301 (001&002) Principle of Agribusiness Management

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 (Lecture Instructor)
- AGEC317 Economic Analysis for Agribusiness Management (Lecture Instructor)
- AGEC325 Principles of Farm and Ranch Management (Laboratory Instructor)

CONFERENCE PRESENTATIONS

- "Evaluating Crop Insurance Programs in the Context of Aquifer Depletion in the Southern High Plains of Texas" Selected Poster for Agricultural & Applied Economics Association (AAEA) and Western Agricultural Economics Association (WAEA) joint annual meeting, 2025.
- "A Comprehensive Forecast and Analysis of the US Nitrogen Fertilizer Demand" Selected presentation for Agricultural & Applied Economics Association (AAEA) annual meeting, 2024.
- "Sustainable Cotton Choices: Consumer Preferences and Willingness to Pay" Selected poster for AAEA annual meeting, 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 AAEA annual meeting, 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 AAEA annual meeting, 2019.

PUBLICATION

- Samuel, O. O., Donna, M., Long, G., Leonardo, B., & Krishna, J. S. (2025). Assessing Heat Stress Impacts on Cotton Yield and Revenue: A Multilevel Regression Approach in the Southern US. *Journal of Sustainable Agriculture and Environment*, 4(2), e70070.
- 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

- "South Texas as A Microcosm for 21st Century Water Resource Challenges: Perspectives from Precipitation, Surface Water, and Groundwater-Dependent Systems" (with Benjamin Turner, manuscript preparing)
- "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, Research in progress)
- "Demand Analysis of Citrus Fruits in the U.S." (with Oral Capps, Research in progress)
- "A Data-Driven Market and Supply Chain Analysis of the Texas Seafood Industry" (with Chengcheng Fei, Xingguo Wang, Research in progress)

GRANTS (PI, CO-PI, & PROPOSAL CONTRIBUTOR)

- Texas Sea Grant, FY 26-28 "A Data-Driven Market and Supply Chain Analysis of the Texas Seafood Industry" $188,649 (TAMUK portion $75,630) Xingguo Wang (PI), Long Gao, Chengcheng Fei, Under Review.
- 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, 2023-2026 "Developing Data-Driven Marketing Incentives for Sustainable Cotton Production throughout the Supply Chain" Donna McCallister (PI), Syed Badruddoza (Co-PI), and Laura Fischer (Co-PI), Long Gao (Proposal Contributor), Awarded.
- National Science Foundation, "NSF Engineering Research Center for Advancing Sustainable and Distributed Fertilizer Production (CASFER)," Gerardine Botte (PI), Donna McCallister (Co-PI), and others, Long Gao (Proposal Contributor), Awarded.

OTHER INFORMATION

- Languages: English (Fluent), Chinese (Native)
- Computer Skills: SAS, EViews, Python, Stata, Simetar, oTree, and Microsoft Office
- Professional Membership: Agricultural & Applied Economics Association (AAEA), Southern Agricultural Economics Association (SAEA), Western Agricultural Economics Association (WAEA)