

# **Gregory Howard**

## **Work Contact Information**

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## **Education**

**Ph.D. in Agricultural, Environmental, and Development Economics**, Ohio State University, Columbus, Ohio, August 2012.

**M.A. in Economics**, Ohio State University, Columbus, Ohio, 2011.

**Honors B.A. in Economics**, University of Notre Dame, Notre Dame, Indiana, 2008.

## **Current Positions**

Associate Professor, Department of Economics, East Carolina University, 2019 - present  
Core Faculty, ECU Center for Natural Hazards Research  
Affiliate, ECU Water Resources Center  
Affiliate, ECU Center for Sustainable Energy and Environmental Engineering

## **Past Positions**

ECU Coastal Fellow, 2020-21  
Assistant Professor, Department of Economics, East Carolina University, 2013- 2019  
Postdoctoral Researcher, Department of AED Economics, Ohio State University, 2012-2013

## **Publications**

### **\*Indicates Graduate Student**

Gaur, Vasundhara, Corey Lang, **Gregory Howard** and Ruth Quainoo\*. 2023. "When Energy Issues are Land Use Issues: Estimating Preferences for Utility-Scale Solar Energy Siting." *Land Economics*, 99 (3): 343–363.

Panchalingam, Thadchaigeni, **Gregory Howard**, Brian Roe and Allen Klaiber. 2023. "Food Choice Behavior of Adolescents under Parent-Child Interaction in the Context of the US School Lunch Programs." *Food Policy*, 115: 102420.

Frimpong\*, Eugene, **Gregory Howard** and Jamie Kruse. 2022. "Homeowner Preference for Household-level Flood Mitigation in US: Analysis of a Discrete Choice Experiment." *Journal of Agricultural and Applied Economics*, 54 (2): 262-285. doi:10.1017/aae.2022.5

Lee, Jonathan and **Gregory Howard**. 2021. "The impact of technical efficiency, innovation, and climate policy on the economic viability of renewable electricity generation." *Energy Economics*, 100: 105357.

**Howard, Gregory**, John C. Whitehead and Jacob Hochard. 2021. "Estimating Discount Rates Using Referendum-style Choice Experiments: An Analysis of Multiple Methods." *Journal of Environmental Economics and Management*, 105: 102399.

**Howard, Gregory**, Brian Roe, Matthew Interis and Jay Martin. 2020. "Utilizing Subjective Beliefs in Stated Preference Models: Issues and Solutions." *Environmental and Resource Economics*, 77 (4): 813-838.

**Howard, Gregory**. 2020. "Additionality Violations in Payment for Ecosystem Service Programs: Experimental Evidence." *Land Economics*, 96 (2): 244-264.

Frimpong\*, Eugene, Jamie Kruse, **Gregory Howard**, Rachel Davidson, Joseph Trainor, and Linda Nozick. 2019. "Measuring heterogeneous price effects for home acquisition programs in at-risk regions." *Southern Economic Journal*, 85(4): 1108-1131.

**Howard, Gregory**, Brian E. Roe, Erik Nisbet and Jay Martin. 2017. "Hypothetical Bias Mitigation in Choice Experiments: Do Cheap Talk and Honesty Priming Effects Fade with Repeated Choices?" *Journal of the Association of Environmental and Resource Economists*, 4 (2): 543-573.

**Howard, Gregory**. 2016. "On Linking Risk Preferences and Time Preferences when Estimating Incentive Effects." *Economics Letters*, 143: 87-89.

Sohngen, Brent, Kevin King, **Gregory Howard**, John Newton and D. Lynn Forster. 2015. "Nutrient Prices and Concentrations in Midwestern Agricultural Watersheds." *Ecological Economics*, 112: 141-149.

Wilson, Robyn, **Gregory Howard**, and Elizabeth Burnett. 2014. "Improving Nutrient Management Practices in Agriculture: The Role of Risk-based Beliefs in Understanding Farmers' Attitudes toward Taking Additional Action." *Water Resources Research*, 50(8): 6735-6746.

**Howard, Gregory**. 2013. "Discounting for Personal and Social Payments: Patience for Others, Impatience for Ourselves." *Journal of Environmental Economics and Management*, 66 (3): 583-597.

**Howard, Gregory**. 2013. "Dealing with the Uncertainty about Climate Change." In Shogren, J. (Ed.) *Encyclopedia of Energy, Natural Resource, and Environmental Economics*, volume 1, pp. 30-36. Amsterdam: Elsevier.

**Howard, Gregory.** 2012. “The Value and Applicability of Bargaining in an Intergenerational Setting.” *Ecological Economics*, 80: 25-37.

## Reports

Burnett, Elizabeth, Robyn Wilson, Brian Roe, **Greg Howard**, Elena Irwin, Wendong Zhang and Jay Martin. 2015. “Farmers, Phosphorus and Water Quality: Part II.” Available at <http://ohioseagrant.osu.edu/archive/maumeebay/docs/farmers-phosphorus-and-water-quality-2015-burnett.pdf>

Wilson, Robyn, Lizzy Burnett, Tara Ritter, Brian Roe and **Greg Howard**. 2013. “Farmers, Phosphorus and Water Quality: A Descriptive Report of Beliefs, Attitudes, and Practices in the Maumee Watershed in Northwest Ohio.” Available at <http://ohioseagrant.osu.edu/archive/maumeebay/docs/farmers-phosphorus-and-water-quality.pdf>

## Published Data Sets

Frimpong, Eugene; **Howard, Gregory**; Kruse, Jamie (2022) “A longitudinal Survey of Homeowner Flood Mitigation Decisions: What are the Motivating Factors?.” DesignSafe-CI. <https://doi.org/10.17603/ds2-ebpq-6s93>.

## Work in Progress

### \*Indicates Graduate Student

Evaluating the Efficiency-Participation Tradeoff in Agricultural Conservation Programs: The Effect of Reverse Auctions, Spatial Targeting, and Higher Offered Payments (with Wendong Zhang, Adriana Valcu-Lisman and Philip Gassman) **Accepted, *American Journal Agricultural Economics***

“Model Choice and Framing Effects: Do Discrete Choice Modeling Decisions Affect Loss Aversion Estimates?” (with Ruth Quainoo\*, Corey Lang and Vasundhara Gaur) **Working Paper**

“Enrollment Restrictions and the Adoption of Conservation Practices in the U.S. Corn Belt.” (with Xiaolan Wan and Wendong Zhang) **Working Paper**

“Using Subjective or Objective Risk Indicators as Hazard Risk Management Tools” (with Eugene Frimpong\* and Jamie Kruse) **Working Paper**

“Are the Loudest Voices in the Room Different? Comparing Engaged versus Random Samples in a Contingent Valuation Framework” (With Vasundhara Gaur, Corey Lang, and Ruth Quainoo\*) **In Preparation**

“Empirical Blind-spot: A Note in Favor of Statistical Inference with Between-model Comparisons” (with Haiyong Liu) **Working Paper**

“Estimating Marginal Willingness-to-pay and Willingness-to-Accept when Attributes Influence Price Sensitivity: A Generalized Formula and Example” (with Eugene Frimpong and Jamie Kruse) **Working Paper**

“Policy Implications of Econometric Specifications: An Application to Farmers’ Filter Strip Adoption” (With Brian Roe and Jay Martin) **Working Paper**

“Woman’s Best Friend: Field Experiment Evidence of Charitable Giving and Canine Companions” (With Jacob Hochard, Yuanhao Li, Kayla Clark and John Whitehead) **In Preparation**

## **Presentations**

### Conference Presentations

Southern Economics Association Annual Meeting, New Orleans, LA November 2023  
(Upcoming)

Agricultural and Applied Economics Association Joint Annual Meeting, Washington, DC,  
July 2023 (Upcoming)

W5133 Annual Conference, New Orleans, LA March 2023

Southern Economics Association Annual Meeting, Ft. Lauderdale, FL November 2022

Association of Environmental and Resource Economists Summer Conference, Miami, FL  
June 2022

Southern Economics Association Annual Meeting, Houston, TX November 2021

Agricultural and Applied Economics Association Joint Annual Meeting, Virtual, August  
2021

Western Economic Association International Annual Conference, Virtual, June 2021

Social Costs of Water Pollution Workshop, Virtual, April 2021

Midwest Economics Association Annual Meeting, Virtual, March 2021

Society of Benefit Cost Analysis Annual Meeting, Virtual, March 2021

Southern Economics Association Annual Meeting, (Virtual) November 2020

Hurricane, Greenville, NC, February 2020

Southern Economics Association Annual Meeting, Fort Lauderdale, FL, November 2019

Southern Economics Association Annual Meeting, Washington, DC, November 2018

AAEA Annual Meeting, Washington, DC, August 2018

Southern Economics Association Annual Meeting, Tampa, FL, November 2017

North Carolina State Energy Conference (Poster), Raleigh, NC April 2017

Southern Economics Association Annual Meeting, Washington, DC, November 2016  
23<sup>rd</sup> Annual Camp Resources, Wilmington NC, August 2016.  
4<sup>th</sup> Experimental and Environmental Policy Workshop, Blowing Rock, NC, April 2016.  
Southern Economics Association Annual Meeting, New Orleans, LA, November 2015.  
AAEA & WAEA Joint Annual Meeting, San Francisco, July 2015  
Southern Economics Association Annual Meeting, Atlanta, GA, November 2014.  
AAEA and CAES Joint Annual Meeting, Washington, DC, August 2013  
56<sup>th</sup> Annual Conference on Great Lakes Research, West Lafayette, IN, June 2013.  
Ohio Agricultural Research and Development Center Annual Conference, Columbus, OH,  
April 2013 (poster).  
Midwest Economics Association Annual Meeting, Columbus, OH, March 2013.  
Midwest Economics Assoc. Annual Meeting, Chicago, IL, April 2012.  
Agricultural and Applied Economics Association & Northeastern Agricultural and Resource  
Economics Association Joint Annual Meeting, Pittsburgh, PA July, 2011.  
Economic Science Association International Conference, Chicago, IL. July, 2011.  
Midwest Economic Association Annual Meeting, Saint Louis, MO. March, 2011.

#### Invited Presentations

2023: Louisiana State University (Upcoming)  
2022: Virginia Tech  
2021: Delhi University (Virtual)  
2018: Appalachian State University; Mississippi State University  
2017: North Carolina State University  
2016: Virginia Commonwealth University, Colgate University  
2014: North Carolina State University  
2013: University of Rhode Island, Grand Valley State University, East Carolina  
University.  
2012: Water Management Association of Ohio Annual Conference, Ohio Wesleyan  
University, Ohio State University, U. of Arkansas, U. of Wisconsin-Eau Claire

### **Courses Taught**

Honors I and Honors II  
Advanced Econometrics  
Coastal and Marine Economics and Policy  
Applied Research Methods  
Applied Welfare Analysis  
Principles of Microeconomics  
Environmental Economics  
Behavioral Economics  
Research  
Principles of Economics  
Environmental and Natural Resource Economics  
Problems and Policies in World Population, Food, and Environment: Contemporary Issues

## **Honors, Awards and Grants**

Department of Education. “Building Global P.I.R.A.T.E.S.” (Co-PI; PI: Jami Leibowitz)  
**\$199,898**. 2020-2022.

National Science Foundation. “RUI: CNH2-L: An integrative analysis of perceptions, policy, and land use impact on coastal agricultural watershed resilience.” (Co-PI; PI: Ariane Peralta)  
**\$1,500,000**. 2020-2024.

National Science Foundation. Project: “RAPID: Effect of Hurricane Florence on homeowner willingness to engage in flood risk mitigation and buyout contracts” (Co-PI; PI: Jamie Kruse).  
**\$50,000**. 2018-2019.

Iowa Nutrient Research Center. Project: “Improving the Effectiveness of Conservation Programs through Innovative Reverse Auctions and Sensible Enrollment Restrictions.” (PI: Wendong Zhang). **\$62,780**. 2017-2019.

ECU College Reassignment Award, Spring 2015 (**\$5,000**)

Ohio Agricultural Research and Development Center 2011 SEEDS Grant. Project: “Comparing Personal and Social Discount Rates” (**\$5,000**)

Bernie Erven TA Award for excellence in undergraduate teaching by a graduate teaching associate, Department of Agricultural, Environmental, and Development Economics, Ohio State University, 2011.

Best Research Manuscript by a Second-Year Ph.D. Student, 2010, “The Value and Applicability of Coasian Bargaining in an Intergenerational Setting,” Department of Agricultural, Environmental, and Development Economics, Ohio State University.

## **Referee or Review Panel Service**

*Agricultural and Applied Economics Association Annual Conference*

*American Journal of Agricultural Economics*

*Ecological Economics*

*Economics Bulletin*

*Environment and Development Economics*

*Environmental Protection Agency, STAR Program*

*Environmental Research*

*Food Policy*

*Journal of Choice Modelling*

*Journal of Economic Psychology*

*Journal of Environmental Economics and Management*

*Journal of Environmental Management*

*Journal of Environmental Planning and Management*

*Journal of Flood Risk Management*

*Journal of Forest Economics*

*Journal of Policy Analysis and Management*

*Land Economics*

*Marine Resource Economics*

*National Science Foundation, Smart and Connected Communities Program*

*National Science Foundation, Strengthening American Infrastructure Program*

*Natural Hazards*

*Precision Agriculture*

*Research on Economic Inequality*

*Southern Economic Association Annual Meeting: AERE Division*

*Southern Economic Journal*

*Towson Interdisciplinary Grant Program*

*Transportation Research Part B*