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EDUCATION AND TRAINING

Aristotle University of Thessaloniki, Greece	Agricultural Economics	B.Sc.	1994
Mediterranean Agronomic Institute at Chania, Greece	Agricultural Policy	M.A.	1995
Mediterranean Agronomic Institute at Chania, Greece	Agricultural and Resource Economics	M.Sc.	1996
Department of Agricultural Economics, University of Saskatchewan, Canada	Intellectual Property Rights and Industrial Organization	Ph.D.	2002

RESEARCH AND PROFESSIONAL EXPERIENCE

2015-present	Professor, Dept. of Agricultural Economics, UNL
2008-2015	Associate Professor, Dept. of Agricultural Economics, UNL
2002-2008	Assistant Professor, Dept. of Agricultural Economics, UNL

PROFESSIONAL ACTIVITIES

- Editorial Council, *Journal of Agricultural and Resource Economics* (2010-2012).
- Editorial Board, *Journal of Agricultural & Food Industrial Organization* (2004-present).
- Chair (2011; 2012) and member (2010) of the Outstanding Master's Thesis Award Committee, Agricultural and Applied Economics Association (AAEA).
- Distinguished Expert, Hellenic Quality Assurance Agency (HQAA) for Higher Education, Greece (2010). External evaluator of academic departments and promotion and tenure applications (2013; 2014; 2018; 2022).
- Grant proposal panel reviewer for the United States Department of Agriculture (USDA) National Needs Fellowship program (2018).
- Grant proposal reviewer for the Social Sciences and Humanities Research Council of Canada (2007, 2008, 2015).

RESEARCH INTERESTS

My research focuses on the study of the market and welfare impacts of the introduction of agri-food innovations and evaluates the economic effects of the policies and regulations that govern them. I examine the factors that influence a firm's decision to innovate and the design of optimal intellectual property protection and sharing strategies for agri-food firms, as well as the factors that affect producer adoption, and consumer acceptance of new technologies.

SYNERGISTIC ACTIVITIES

AWARDS AND HONORS

- Dinsdale Family Faculty Award for Outstanding Teaching, Research and Outreach, Institute of Agriculture and Natural Resources, UNL (2007).
- “Young” Professionals Heading South Award, Australian Agricultural and Resource Economics Society and the American Agricultural Economics Association (2006).
- Graduate Student Organization Faculty Award, April 2005.
- Outstanding Journal Article Award, Canadian Agricultural Economics Society for the Canadian Journal of Agricultural Economics (2002).
- Outstanding Ph.D. Thesis Award, Canadian Agricultural Economics Association (2002-2004).

INVITED TALKS

- “Consumer Acceptance and Welfare Impacts of Genetic Use Restriction Technologies (GURTs)”, Department of Economics, University of Alberta, Canada, March 2014.
- “Applied Theory and Experimental Economics Research: Substitutes or Complements?” Public Lecture Series, Johnson-Shoyama Graduate School of Public Policy, University of Saskatchewan, Canada, March 2014.
- “Regulating Food Nanotechnology: Consumer Attitudes and Labeling Regimes as Determinants of the Effects of Food Nanotechnology.” Eureka! Conference, University of Nebraska-Lincoln, March 2014.
- “Incentives for Introduction of Terminator Technologies”, Department of Applied and Agricultural Economics, University of Wisconsin-Madison, November 2012.
- “Optimal Patenting Strategies for Product Innovations” Department of Agricultural Economics, Kansas State University, Spring 2008.
- “Using Patents to Protect Product Innovations” Department of Economics, Iowa State University, Seminar Series, Spring 2007.
- “Getting Away with Robbery? Patenting Behaviour with the Threat of Infringement.” Department of Agricultural Economics, University of California-Davis, Seminar Series, Spring 2005.
- “Strategic Patent Breadth for Drastic Product Innovations.” Department of Resource Economics, University of Massachusetts - Amherst, Seminar Series, Fall 2003.

RESEARCH

REFEREED JOURNAL ARTICLES

(*=First author is advisee)

1. Deka A^{*}, **A. Yiannaka** and K. Giannakas. “The Economic Impacts of Social Activism and Corporate Social Responsibility on Food Fraud.” *PLOS ONE* (June 11, 2024), <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0304153>.

2. **Yiannaka A.** “Food fraud: A persistent problem that demands a comprehensive approach.” Editorial, *Journal of Consumer Protection and Food Safety* (2023) <https://doi.org/10.1007/s00003-023-01465-6>.
3. Gustafson C., K. Brooks, S.I.A. Meerza, and **A. Yiannaka.** “Emotional Responses to COVID-19 Stressors Increase Information Avoidance About an Important Unrelated Health Threat.” *PLOS ONE* 18 (2023), (9): e0286712. <https://doi.org/10.1371/journal.pone.0286712>.
4. Giannakas K. and **A. Yiannaka.** “Food Fraud: Causes, Consequences and Deterrence Strategies.” *Annual Review of Resource Economics* (2023), 15:85-104.
5. Meerza S.I.A., S. Gulab, K. Brooks, C. Gustafson and **A. Yiannaka.** “U.S. Consumer Attitudes toward Antibiotic Use in Livestock Production.” *Sustainability* (2022), 14(12), 7035; <https://doi.org/10.3390/su14127035>.
6. Meerza S.I.A, K. Brooks, C. Gustafson and **A. Yiannaka.** “Information Avoidance Behavior: Does Ignorance Keep Us Uninformed About Antimicrobial Resistance?” *Food Policy* (2021) v.102 (article 102067). <https://doi.org/10.1016/j.foodpol.2021.102067>.
7. Meerza S.I.A.* , K. Giannakas and **A. Yiannaka.** “Optimal Policy Response to Food Fraud.” *Journal of Agricultural and Resource Economics*, (2021) 46(3): 343-360.
8. Tran V.* , **A. Yiannaka** and K. Giannakas. “An Economic Analysis of Nanofood Labeling.” *Journal of Policy Modeling* vol. 21 (Issue 1, 2019):1-20.
9. Britwum K.* and **A. Yiannaka.** "Consumer willingness to pay for food safety interventions: The role of message framing and issue involvement." *Food Policy* 86 (2019) Article 101726.
10. Britwum K.* and **A. Yiannaka.** "Shaping food safety perceptions: The influence of informational nudges." *Journal of Behavioral and Experimental Economics* 81 (2019): 139-151.
11. Meerza S.I.A.* , K. Giannakas and **A. Yiannaka.** “Market and Welfare Effects of Food Fraud.” *Australian Journal of Agricultural and Resource Economics* 63, 4(2019): 759-89.
12. Britwum K.* , **A. Yiannaka.** “Labeling Food Safety Attributes: To Inform or not to Inform?” *Agricultural and Food Economics* 7: 4 (2019).
13. Giannakas K., **A. Yiannaka.** "Doing Well by Doing Good: Agricultural Biotechnology in the Fight against Hunger." *Agricultural Economics* 49 (2018): 725-739.
14. Britwum K.* , **A. Yiannaka**, K. Kastanek. “Public Perceptions of Genetically Engineered Nutraceuticals.” *AgBioForum* 21 (1, 2018): 13-24.
15. Tran V.* , **A. Yiannaka**, K. Giannakas. “Market Potential and Economic Impacts of Food Nanotechnology Innovations.” *Journal of the Knowledge Economy* (2017): 1-36.
16. Gjonca E.* , **A. Yiannaka.** “Patent Characteristics and Patent Ownership Change in Agricultural Biotechnology.” *AgBioForum* 19 (1, 2016): 10-24.
17. Nene G.* , **A. Yiannaka**, A. Azzam, S. Kachman. “The Effect of Wal-Mart on the Economic Growth of Nebraska Counties.” *International Research Journal of Applied Finance* 11 (vol. IV, 2013): 1394-1406.
18. Awada L.* and **A. Yiannaka.** “Consumer Perceptions and the Effects of Country of Origin Labeling on Purchasing Decisions and Welfare.” *Food Policy* 37 (2012): 21-30.

19. **Yiannaka A.**, M. Fulton. "Getting Away with Robbery? Patenting Behavior with the Threat of Infringement." *Journal of Economics and Management Strategy* 20 (Number 2, Summer 2011): 625-648.
20. Bernard J., **A. Yiannaka**. "Understanding Patenting Decisions: A Classroom Exercise." *Journal of Economic Education* 41(2010): 235-251.
21. **Yiannaka A.** "When Less is More: Optimal Patent Breadth Under the Threat of Patent Validity Challenges." *Southern Economic Journal* 75 (4 2009): 1067-1093.
22. Giannakas K., **A. Yiannaka**. "Market and Welfare Effects of Second-Generation, Consumer-Oriented GM products." *American Journal of Agricultural Economics* 90 (1 2008):152-171.
23. Njoroge K., **A. Yiannaka**, K. Giannakas, A. Azzam. "Market and Welfare Effects of the U.S. Livestock Mandatory Reporting Act." *Southern Economic Journal* 74 (1 2007): 290-311.
24. Gustafson A. *, **A. Yiannaka**. "Effects of Consumer Perceptions on the Marketing of Second-Generation GM Products." *Review of Undergraduate Research in Agricultural and Life Sciences* (2007). Available at <http://digitalcommons.unl.edu/rurals/>.
25. Giannakas K., **A. Yiannaka**. "Agricultural Biotechnology and Organic Agriculture: National Organic Standards and Labeling of GM Products." *AgBioForum* 9 (2 2006): 84-93.
26. **Yiannaka A.**, M. Fulton. "Strategic Patent Breadth and Entry Deterrence with Drastic Product Innovations." *International Journal of Industrial Organization* 24 (Issue 1, 2006):177-202.
27. Giannakas K., **A. Yiannaka**. "The Market Potential of a New High-Oleic Soybean: An Ex Ante Analysis." *AgBioForum* 7(2004): 101-112.
28. **Yiannaka A.**, K. Giannakas, K. Tran. "Medium, Message and Advertising Effectiveness in the Greek Processed Meats Industry." *Applied Economics* 14(2002): 1757-1763.
29. **Yiannaka A.**, H. Furtan, R. Gray. "Implementing the Kyoto Accord in Canada: Abatement Costs and Policy Enforcement Mechanisms." *Canadian Journal of Agricultural Economics* 49(2001): 105-126.

REFEREED CHAPTERS IN BOOKS

1. Gjonca E. *, **A. Yiannaka**. "Patent Characteristics and Patent Ownership Change in Agricultural Biotechnology." In *From AgroSciences to Agribusiness: Theories, Policies and Practices in Technology Transfer and Commercialization* Springer, 2018, pp. 145-167.
2. Yiannaka A. "The Market and Welfare Effects of the New National Organic Program." In Baourakis G. (eds.) *Marketing Trends for Organic Food in the Advent of the 21st Century*, World Scientific, 2004, pp. 21-35.
3. Xepapadeas A., **A. Yiannaka**. "Measuring Benefits and Damages from Carbon Dioxide Emissions and International Agreements to Slow down Global Warming." In Carraro C. (eds.) *International Environmental Negotiations: Strategic Policy Issues*, Edward Elgar Publishing Company, US, 1997, pp. 150-171.

GRANTS

1. “Northern Plains Regional Farm Business Management and Benchmarking Partnership 2021-2024.” United States Department of Agriculture (USDA) NIFA. Co-PI, September 2021 – August 2024, \$498,262.
2. “Ecosystem Services and Sustainability of Agro-ecosystems in Nebraska.” USDA, ARS/LTAR. Co-PI. February 2020 – January 2024, \$402,000.
3. “Understanding Attitudes towards Antimicrobial Risk-Reducing Practices.” UNL, USDA USMARC Collaborative Initiative. Co-PI. September 2017- March 2021), \$120,000.
4. “Shiga-Toxigenic Escherichia coli (STEC) in the Beef Chain: Assessing and Mitigating the Risk by Translational Science, Education and Outreach.” *USDA/AFRI* CAP grant. Co-PI. January 2012 – September 2017, \$24,812,268. Grant share \$155,264.
5. “Center for Agricultural and Food Industrial Organization – Policy Research Group” NIFA USDA, Policy Research Centers Award. Co-PI. April 2012 – June 2014, \$766,166. Grant share: \$151,709.
6. “Greenhouse Gas Emissions and Nitrogen Cycling From Beef Production Systems: Effect Of Climate, Season, Production System, Diet, and Management.” *AFRI Planning Grant*. Co-PI. September 2010 – August 2011. \$50,000.
7. “Interdisciplinary Innovation Education to Solve Real Business and Design Problems.” *USDA, CSREES, Higher Education Challenge Grant*. Co-PI. September 2007 – August 2010. \$465,595.
8. “Using Economic Experiments to Understand Patenting Behavior.” *UNL, Agricultural Research Division, Layman Award*. June 2007 – May 2008. \$9,984.
9. “Preparing Women for Leadership in the Food Industry through Training in Agricultural and Food Industrial Organization.” *USDA, CSREES*. Co-PI. September 2005 – August 2007, \$128,000.
10. “The Market Potential of a Second-Generation GM, High Oleic Soybean Oil.” *United States Soy Board*. Co-PI. September 2003 – August 2004, \$18,816.

TEACHING

COURSES TAUGHT AT UNL

- Applied Welfare Economics and Public Policy Analysis, AECN 840, UNL, 2013-present.
- International Marketing in a Multinational Environment, AECN 425.3, UNL, 2003-present.
- Agribusiness Management, AECN 316.3, UNL, 2004-2012.
- Introduction to Innovation, AECN 399E/AGEN/BSEN 496E, 2008.
- Innovation Strategies, AECN 399J/399K/AGEN/BSEN 470/480: Design I & II (Fall and Spring 2008-2010).

GRADUATE STUDENTS ADVISED

Graduate Students, Degree and Graduation date (15 total advised/co-advised)

PhD students: Rim Dahoun (2023-present); Ahmed Alayidi (2022-present); Iyore Eronmwon (2021-present); Ahmed Chenak (2016-2022); Anubrata Deka (2016-2022); Kofi Britwum (2013-2017); Van Tran (2012-2017); Irman Meerza (2014-2017).

MS students: Sabrina Gulab (2018); Rita Abdelnour (2009); Etleva Gjonca (2008); Marianna Khachatryan (2006); Lana Awada (2005); Gibson Nene (2005); Lei Guo McCabe (2004).

Graduate committees Agricultural Economics and Economics students (total 26).

Undergraduate Creative Activities and Research Experience (UCARE) Students Advised

- a. Karoline Kastanek (\$5,000, 2007-2009)
- b. Anneke Gustafson (\$5,000, 2003-2005)
- c. Benjamin Fulner (\$2,000, 2003-2004)