

University of Central Arkansas
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ACADEMIC APPOINTMENT

August 2018-present: **Assistant Professor**, Department of Family & Consumer Sciences, College of Health and Behavioral Sciences, University of Central Arkansas, Conway, AR

EDUCATION

Ph.D., 2018	Consumer Behavior & Family Economics, University of Wisconsin-Madison Minor: Agricultural & Applied Economics
M.S., 2016	Consumer Behavior & Family Economics, University of Wisconsin-Madison
M.S., 2011	Agricultural & Resource Economics, University of Delaware
B.S., 2007	University of Delaware Majors: Food & Agribusiness Management; Agricultural & Natural Resources; Minor: Resource Economics; Concentration: Food Marketing

PEER-REVIEWED PUBLICATIONS (née Onken)

- 9) Zepeda, L., & Carroll, K. A. (2018). Who Shops at a Mature Farmers' Market?. *Choices*, 33(3): 1-7.
- 8) Carroll, K.A. & Samek, A. (2018). Field Experiments on Food Choice in Grocery Stores: A 'How-to' Guide. *Food Policy*, 79: 331-340.
- 7) Carroll, K.A., Samek, A., & Zepeda, L. (2018). Food Bundling as a Health Nudge: Investigating Consumer Fruit and Vegetable Selection Using Behavioral Economics. *Appetite*, 121: 237-248.

- 6) Carroll, K.A., Basinski, S., & Morales, A. (2016). Fining the Hand That Feeds You: Situational and Violation-Specific Factors Influencing New York City Street Vendor Default in Payment. *Cityscape: A Journal of Policy Development and Research*, 18(1): 89-107.
- 5) Carroll, K. A., Bernard, J. C., & Pesek, J. D. (2013). Consumer Preferences for Tomatoes: The Influence of Local, Organic, and State Program Promotions by Purchasing Venue. *Journal of Agricultural and Resource Economics*, 38(3): 379-396.
- 4) Hustvedt, G., K.A. Carroll, & J. C. Bernard. (2013). Consumer Ethnocentricity and Preferences for Wool Products by Country of Origin and Manufacture. *International Journal of Consumer Studies*, 37(5): 498-506.
- 3) Bernard, J. C., G. Hustvedt, & K. A. Carroll. (2013). What is a Label Worth? Defining the Alternatives to Organic for U.S. Wool Producers. *Journal of Fashion Marketing and Management*, 17(3): 266-279.
- 2) Onken, K. A., J. C. Bernard, & J.D. Pesek, Jr. (2011). Comparing Willingness to Pay for Organic, Natural, Locally Grown, and State Marketing Program Promoted Foods in the Mid-Atlantic Region. *Agricultural and Resource Economics Review*, 40(1): 33-47.
- 1) Onken, K. A. & J. C. Bernard. (2010). Catching the “Local” Bug: A Look at State Agricultural Marketing Programs. *Choices*, 25(1): 1-7.

WORKING PAPERS

- “Regional Marketing Logos and Food Miles: Investigating Consumer Preference for Locality Information.” (w/ L. Zepeda)
- “Factors Influencing Consumer Purchases of Grocery Bundles: A Food Shopping Experiment.” (solo-authored)

WORK IN PROGRESS

- “An Experiment on Providing Healthy Recipe Cards as part of a Food Pre-Ordering Program in Food Insecure Neighborhoods.” (w/ A. Samek & J. Guthrie)
- “The Impact of Social Messages on Food Purchasing Behavior: A Field Experiment.” (w/ A. Samek)
- “Identifying Transaction Costs for Consumers & Producers: A Survey of the Dane County Farmers’ Market.” (w/ L. Zepeda)
- “Do Consumers with Dietary Restrictions Select Healthier Foods? Evidence from a Food Choice Experiment.”
- “Luxuries or Necessities? An Estimated QAIDS Model for Consumed Perishable Items Among Farmers’ Market Attending Households.” (w/ L. Zepeda)
- “Cognitive Reflection and Prior High School Financial Education: Exploring Financial Behaviors and Subjective and Objective Financial Knowledge among College Students” (w/ R. Luong & M. Lieblong)

MEDIA COVERAGE / OUTREACH / EXTENSION PUBLICATIONS

"Bundles of Veg Make Healthy Diet Appealing" by Oliver Moody, Science Correspondent. *The London Times* (United Kingdom). 06/25/2016, p 45.

Zepeda, Lydia and Kathryn A. Carroll. 2016. Dane County Farmers' Market Consumer Survey Report. UW-Madison, Department of Consumer Science. April 29, 2016.

Zepeda, Lydia and Kathryn A. Carroll. 2015. Dane County Farmers' Market Vendor Survey Report. UW-Madison, Department of Consumer Science. August 20, 2015.

Carroll, Kathryn A. and Megan Pleasanton. 2012. Laying Plastic in a High Tunnel: A Step-by-Step Guide. Delaware State University Cooperative Extension. Nov. 2012.

Carroll, Kathryn A. and Megan Pleasanton. 2012. Drip Irrigation: Tips for Laying Drip Tape. Delaware State University Cooperative Extension. Nov. 2012.

CONFERENCE PRESENTATIONS

Zepeda, L. & Carroll, K.A. "Factors Influencing Consumers' Purchases at a Mature Farmers' Market." Joint 2018 Annual Meetings and Conference of the Agriculture, Food, and Human Values Society and the Association for the Study of Food and Society, Madison, Wisconsin, June 2018. (selected paper presentation)
presenter

Carroll, K. A. & Zepeda, L. "Regional Marketing Logos and Displayed Food Mileage: Investigating Consumer Preference and Willingness to Pay." *Joint 2017 Annual Meetings and Conference of the Agriculture, Food, and Human Values Society and the Association for the Study of Food and Society*, Los Angeles, California, June 2017. (selected paper presentation)

Carroll, K.A., Samek, A. S., & Zepeda, L. "Increasing Consumers' Fruit & Vegetable Selection: Can Product Bundling Serve as a Behavioral Nudge?" *American Council on Consumer Interests 2017 Annual Conference*, Albuquerque, New Mexico, April 2017. (selected paper presentation)

Carroll, K. A., Samek, A. S., & Zepeda, L. "Product Bundling as a Behavioral Nudge: Investigating Consumer Fruit and Vegetable Selection using Dual-Self Theory." *2016 Annual Meeting of the Agricultural and Applied Economics Association*, Boston, Massachusetts, August 2016. (selected paper presentation)

Carroll, K.A. & Zepeda, L. "Consumer Preference for Regional Marketing Logos and Food Mileage Information: An Experimental Auction." *American Council on Consumer Interests 2016 Annual Conference*, Arlington, Virginia, June 2016. (poster presentation)

Carroll, K. A., Samek, A. S., & Zepeda, L. "In-Store Bundles to Increase Grocery Store Purchases of Fruit and Vegetable Items." *Produce for Better Health Foundation 2016 Annual Consumer Connection Conference*, Scottsdale, Arizona, April 2016. (invited paper presentation)

Onken, Kathryn A., John C. Bernard, and John D. Pesek. "Comparing Preferences for Local and State Marketing Promoted Foods by Venue and State: A Choice Experiment of Mid-Atlantic Consumers." *Annual Conference of the Food Distribution Research Society*, Destin, Florida, October 2010. (selected paper presentation)

Onken, Kathryn A., John C. Bernard, and John D. Pesek. "Preferences for Local, Organic, and State Marketing Program Promoted Foods: A Choice Experiment of Mid-Atlantic Consumers." *Northeastern Agricultural and Resource Economics Association, Workshop on the Economics of Local Food Markets*, Atlantic City, New Jersey, June 2010. (poster presentation)

RESEARCH FUNDING

2017 **Dissertation Research Completion Award**, School of Human Ecology, UW-Madison, (\$2,000)

2016 **Dissertation Research Award**, School of Human Ecology, UW-Madison, (\$1,000)

2015-2016 **Produce for Better Health Foundation Marketing Research Grant** (Dissertation Grant, A. Samek & L. Zepeda as faculty PI mentors), (\$15,000)

2015-2016 **Graduate Student Research Award**, Consumer Science, UW-Madison, (\$1,150)

2014 **Summertime Academic Research Award**, School of Human Ecology, UW-Madison, (\$3,000)

2013-2014 **Graduate Student Research Award**, Consumer Science, UW-Madison, (\$3,494)

2009-2011 **Graduate Student Software Grant**, Sawtooth Software Inc.

PROFESSIONAL CERTIFICATIONS

2019-present, **IRS VITA/TCE Tax Preparer Certification** (Volunteer Income Tax Assistance and Tax Counseling for the Elderly) (expires 1/15/2020)

2018-present, **American Association of Family & Consumer Sciences: CFCS** (Certified in Family & Consumer Sciences) Certification # 404977 (expires 8/31/2021)

2017-present, **National Nutrition Certification Program (NNCP) – Tier 1**, Utah State University Extension's Food Sense (SNAP-Ed) Program (expires 10/26/2020)

HONORS / AWARDS / SCHOLARSHIPS

AAFCS Leadership Academy Cohort, American Association of Family & Consumer Sciences, 2019-2020

American Council on Consumer Interests: Consumer Movement Archives Applied Consumer Economics Award, 2017

Frankie Graber Trust Fund Scholarship, Consumer Science, UW-Madison, 2017 (\$7,500)
Student/Young Professional Scholarship Award, American Council on Consumer Interests, 2016
19th IFREE Visiting Graduate Student Workshop in Experimental Economics, Chapman University, Orange, CA, 2014
UW-Madison Graber Trust Scholarship Funds, 2012-2013 (\$2,000)
Food Distribution Research Society: Applebaum Award, Outstanding Master's Thesis, 2011
Gerald L. Cole Award, Outstanding Food Economics Graduate Student, University of Delaware, 2010
W.J. Benton Graduate Student Award, Honorable Mention, University of Delaware, 2010

PRIOR POSITIONS IN ACADEMIA

2013-2018: **Lab Manager**, Behavioral Research Insights Through Experiments (BRITE) Lab, Joint appointment: Wisconsin School of Business & School of Human Ecology, University of Wisconsin-Madison

2012-present: **Research Affiliate**, Local and Organic Food Research Group (Zepeda Lab), University of Wisconsin-Madison

2016: **Research Assistant**, Center for Community & Nonprofit Studies, University of Wisconsin-Madison

2015-2016; 2013-2014: **Mentor**, Undergraduate Research Symposium, University of Wisconsin-Madison

2014-2015: **Project Manager**, Dane County Farmers' Market (DCFM) Survey of Consumers and Vendors, Department of Consumer Science, University of Wisconsin-Madison

2013: **Instructor**, Department of Consumer Science, University of Wisconsin-Madison, Sustainable & Socially Just Consumption

2012-2013: **Teaching Assistant**, Department of Consumer Science, University of Wisconsin-Madison, Household Risk Management; Retail Promotion

2011-2012: **Extension Educator**, Small Farms Program, Cooperative Extension, Delaware State University

2011: **Instructor**, Department of Applied Economics & Statistics, University of Delaware, International Agricultural Trade and Marketing

2010-2011: **Research Associate**, Department of Applied Economics & Statistics, University of Delaware, USDA-Southern SARE Grant: "Marketing of Locally Produced Sustainable Animal Fiber Products."

2008-2010: **Research Assistant**, Department of Applied Economics & Statistics, University of Delaware, USDA-FSMIP Grant: "Willingness to Pay for Locally Grown, Organic and Natural Foods: Implications for Producers and State-Sponsored Agricultural Marketing Programs."

PRIOR PROFESSIONAL EXPERIENCE

2008: **Labor Recruiter**, Allen Family Foods, Inc., Seaford, DE.

2007-2008: **Manager Trainee**, Allen Family Foods, Inc., Seaford, DE.

2006-2007: **Marketing Specialist Intern**, Delaware Department of Agriculture, Dover, DE.

2006-2007: **Public Relations Intern**, Maryland-Delaware Watermelon Association, Laurel, DE.

2005-2006: **Marketing Intern**, USDA: Food Export USA Northeast Program, Dover, DE.

TEACHING EXPERIENCE

University of Central Arkansas

FACS 3372: Personal & Family Finance

FACS 4V30: Undergraduate Research Workshop

University of Wisconsin-Madison

CS 360: Sustainable & Socially Just Consumption

CS The Consumer & the Market (*guest lecturer*)

CS 665: Household Risk Management (*graduate teaching assistant*)

CS 560: Retail Promotion (*graduate teaching assistant*)

UW-Madison BRITE Lab Undergraduate Research Internship Program, 2014-2018 (*mentor*)

UW-Madison Undergraduate Research Symposium, 2014 & 2016 (*mentor*)

University of Delaware

FREC/APEC 410: International Agricultural Trade & Marketing

FREC/APEC 404: Food & Fiber Marketing (*guest lecturer*)

FREC/APEC 316: Economics of Biotechnology and New Technologies (*guest lecturer*)

Substitute Teaching Permit, Lake Mills Area School District: Lake Mills, WI (2015-2018)

EXTENSION / OUTREACH PROGRAM EXPERIENCE

Food and Agricultural Marketing

Financial Recordkeeping & Family Resource Management

Valued-Added Agricultural Products

Direct-to-Consumer Sales

Nutritional Education

Dietary Health & Wellness

STUDENT MENTORSHIP

University of Central Arkansas

M.S. Students in Nutrition / Dietetic Interns: Jacqueline Howell (2018-present): “UCA BeWell Challenge”; Alyson Carroll (2018-present): “Grocery Store Purchases and Cognitive Load”

Undergraduate Student Research: ACCI/FINRA 2019 Undergraduate Poster Competition Team: Ashley Hanley, Tianna Wilson, & Jacklyn Qunit (2018-present)

University of Wisconsin-Madison

BRITE Lab & DCFM Research Interns: Molly Levine (2014-2016), Marcus Bolles (2014-2016), Veronika Heimerl (2014-2015), Tessa Strack (Spring 2015), Marco H.B. Schlindwein (Summer 2015), Tayler Nowak (2015-2016), Madeleine Jones (2015-2016), Carly Herron (Spring 2016), Marcelo Amoretti (Summer 2016), Sara Kanizsai (2016-2017), Carlos Ramirez (Spring 2017-Summer 2018), Kevin Nizza (Spring 2018).

UW-Madison Undergraduate Research Symposium Scholars: Michele Lenz (2014) “Socially Responsible Investing”; Tayler Nowak (2016) “The Consumer Experience- a Survey of Dane County Farmers’ Market Attendees”; Madeleine Jones (2016) “Using Food Bundling as a Nudge to Increase Produce Selection”.

SERVICE

Professional

- Reviewer: *American Journal of Agricultural Economics* (2016), *Economic Inquiry* (2016), *Cityscape* (2017), *Evaluation and Program Planning* (2018), *Food Policy* (2018; 2019), *Public Health Nutrition* (2018; 2019)
- Committee Member: American Council on Consumer Interests (ACCI), Consumer Movement Applied Consumer Economics Award (2017-present)
- Conference Proposal Reviewer: American Council on Consumer Interests (ACCI) Annual Conference (2017-present)
- Member: Pre-Conference Workshop Planning Committee for the Arkansas Association of Family & Consumer Sciences (ArAFCS) 2019 State Conference (2019)
- USDA-AMS Grant Application Reviewer (2018)
- Session Chair: 3H Farmers' Markets Session at the 2018 Annual Meetings and Conference of the Agriculture, Food, and Human Values Society and the Association for the Study of Food and Society (2018)

Departmental

- Member: FACS Scholarship Committee (2019-present)
- Departmental Representative: UCA Fall Bear Facts (Student Recruitment) Day (2018)

MEMBERSHIPS

American Council on Consumer Interests (ACCI)
American Association of Family & Consumer Sciences (AAFCS)
Agriculture, Food & Human Values Society (AFHVS)
Food Distribution Research Society (FDRS)
Agricultural and Applied Economics Association (AAEA)
Dane County Farmers' Market (DCFM) Public Relations Committee, Madison, WI (Jan 2016-July 2018)

REFERENCES

Lydia Zepeda, Ph.D.

Emeritus Professor of Consumer Science
School of Human Ecology
University of Wisconsin-Madison
1300 Linden Drive
Madison, WI 53706
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Anya Samek, Ph.D.

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John C. Bernard, Ph.D.

Professor of Food and Resource Economics
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