

Tatiana Drugova, Ph.D.
Postdoctoral Fellow
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EDUCATION

- **Ph.D. in Economics, May 2019**
Utah State University, Logan, UT, USA: Supervised by Dr. Kynda Curtis
Dissertation Title: “The Organic Wheat Market: Three Essays on Pricing, Consumer Segments, and the Importance of Labels”
 - **B.S. in Tourism Management, May 2008**
University of Economics, Bratislava, Slovakia: Supervised by Dr. Valeria Michalova
Thesis Title: “Trends in the Development of International Trade in Services”
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HONORS AND AWARDS

- Richardson-Applebaum Award for Outstanding Ph.D. Dissertation in Food Distribution and Marketing, October 2019. Food Distribution Research Society.
 - Presidential Doctoral Research Fellowship, Utah State University, Logan, UT, USA, August 2015 – May 2019.
 - B.S. Diploma with honors, University of Economics, Bratislava, Slovakia, May 2008.
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RESEARCH EXPERIENCE

Postdoctoral Fellow, July 2019 – present

Department of Applied Economics, Utah State University

- Investigated producer preferred strategies in response to drought
- Investigated impacts of drought on the cattle and hay industries
- Applied input-output analysis (IMPLAN) to evaluate of economic impacts
- Created multiple buyer surveys related to wheat quality characteristics
- Contributed to Extension publications
- Assisted with the organization of the Utah Urban and Small Farms Conference, 2019 and 2020

Graduate Research Fellow, August 2015 – June 2019

Department of Applied Economics, Utah State University

- Implemented a variety of econometric models, including discrete choice models (multinomial logit, random parameter logit, latent class), panel data models, time series models (vector autoregressive and vector error correction models), and synthetic control method
- Designed and administered a large-scale online consumer survey to examine consumer behavior, preferences and willingness to pay for food labels
- Investigated relationships between agricultural commodity prices

TEACHING AND MENTORING EXPERIENCE

Instructor, Introduction to Microeconomics (APEC 2010), Spring 2021

Department of Applied Economics, Utah State University

- Primary instructor (online course) – Spring 2021

Instructor, Strategic Firm Management (APEC 5020), Spring 2017, Spring 2018, Spring 2020

Department of Applied Economics, Utah State University

- Primary instructor (campus course) – Spring 2018, Spring 2020
- Primary instructor (online course) – Spring 2017
- Capstone course, covers the economics of food and agricultural product development and marketing for senior-level undergraduates

Undergraduate Mentor, 2017 – 2019

Undergraduate Research & Creative Opportunities, Utah State University

- Reviewed and evaluated research proposals submitted for funding by undergraduate students *Student Research Symposium (Fall & Spring), Utah State University*
- Provided feedback on presentations and posters showcasing research of undergraduate students

Graduate Student Committees (Member)

- Member (2019-2020): Fred Openshaw, M.S. Applied Economics, 2020. Thesis: *Utah County Level Drought Effects on Cattle Inventories 1981-2016.*

ACADEMIC JOURNAL ARTICLES, REFEREED – PUBLISHED

- Curtis, K.R., T. Drugova, T. Knudsen, J. Reeve, and R.A. Ward, 2020. “Is Organic Certification Important to Farmers’ Market Shoppers or is Eco-Friendly Enough?” *HortScience*, 55(11):1822-1831. Available online: <https://journals.ashs.org/hortsci/view/journals/hortsci/aop/article-10.21273-HORTSCI15291-20/article-10.21273-HORTSCI15291-20.xml>
- Drugova, T., K.R. Curtis, and S. Akhundjanov, 2020. “Are Multiple Labels on Food Products Beneficial or Simply Ignored?” *Canadian Journal of Agricultural Economics*, 68(4):411-427. Available online: <https://onlinelibrary.wiley.com/doi/abs/10.1111/cjag.12259>
- Drugova, T., K.R. Curtis, and S. Akhundjanov, 2020. “Organic Wheat Products and Consumer Choice: A Market Segmentation Analysis.” *British Food Journal*, 122:2341–2358. Available online: <https://www.emerald.com/insight/content/doi/10.1108/BFJ-08-2019-0626/full/html>
- Drugova, T., M.-K. Kim, and P.M. Jakus, 2020. “Marketing, Congestion, and Demarketing in Utah’s National Parks.” *Tourism Economics*. Available online: <https://journals.sagepub.com/doi/full/10.1177/1354816620939722>
- Drugova, T., V.F. Pozo, K.R. Curtis and T.R. Fortenbery, 2019. “Organic Wheat Prices and Premium Uncertainty: Can Cross Hedging and Forecasting Play a Role?” *Journal of Agricultural and Resource Economics*, 44(3):549–568. Available online: <https://jareonline.org/articles/organic-wheat-prices-and-premium-uncertainty-can-cross-hedging-and-forecasting-play-a-role/>

ACADEMIC JOURNAL ARTICLES, REFEREED – UNDER REVIEW

- Curtis, K.R., T. Drugova, and R.A. Ward, “Producer Preferences for Drought Management Strategies in the Arid West.” Under review at the *Renewable Agriculture and Food Systems*, submitted 07/2020.
- Drugova, T., K.R. Curtis, and M.-K. Kim, “Impacts of Drought on Southwest Tribal Economies.” Under review at the *Journal of the American Water Resources Association*.

ACADEMIC JOURNAL ARTICLES, REFEREED – WORKING

- Drugova, T., M.-K. Kim, and F. Openshaw, “Drought Impacts on the Cattle Industry in the Intermountain West.”
- Curtis, K.R., S. Slocum, and T. Drugova, “Taking Control: How Direct Market Farmers Responded to Lost Markets and Uncertainty During the COVID-19 Pandemic.”
- McCarty, T., M.-K. Kim, and T. Drugova, “Impacts of Marijuana Legalization on Opioid Deaths.”

ACADEMIC JOURNAL ARTICLES PROCEEDINGS ISSUES, REFEREED/PEER-REVIEWED – PUBLISHED

- Drugova, T., K. Curtis, and M.-K. Kim, forthcoming. “The Economic Impacts of Drought on Navajo Nation.” *Journal of Food Distribution Research*.
- Curtis, K.R., T. Drugova, and R.A. Ward, 2020. “Producer Response to Drought Policy in the West.” *Journal of Food Distribution Research*, 51(1), 17-25.
- Drugova, T., V.F. Pozo, K.R. Curtis and T.R. Fortenbery, 2018. “Organic Wheat Prices and Premium Uncertainty: Can Cross Hedging and Forecasting Play a Role?” Proceedings of the NCCC-134 Conference on Applied Commodity Price Analysis, Forecasting, and Market Risk Management, Minneapolis, MN. [<http://www.farmdoc.illinois.edu/nccc134>].
- Drugova, T., V.F. Pozo, and K.R. Curtis, 2018. “Forecasting Organic Wheat Prices: Do Conventional Wheat Prices Play a Role?” *Journal of Food Distribution Research*, 49(1), 48-55.

EXTENSION PUBLICATIONS

- Drugova, T., K.R. Curtis, and M.-K. Kim, (forthcoming, 2020). “Impacts of Drought on Tribal Economies in Arizona.” USU Extension Fact Sheet, Applied Economics.
- Drugova, T., K.R. Curtis, and M.-K. Kim, (forthcoming, 2020). “Impacts of Drought on Tribal Economies in Nevada.” USU Extension Fact Sheet, Applied Economics.
- Drugova, T., K.R. Curtis, and M.-K. Kim, (forthcoming, 2020). “Impacts of Drought on Tribal Economies in New Mexico.” USU Extension Fact Sheet, Applied Economics.
- Drugova, T., K.R. Curtis, and M.-K. Kim, (forthcoming, 2020). “Impacts of Drought on Tribal Economies in Utah.” USU Extension Fact Sheet, Applied Economics.
- Curtis, K., E. Rice, and T. Drugova, (forthcoming, 2020). “Drought Management Strategies in Fresh Produce Production.” USU Extension Fact Sheet, Applied Economics.
- Curtis, K., E. Rice, and T. Drugova, (forthcoming, 2020). “Drought Management Strategies in Hay and Forage Production.” USU Extension Fact Sheet, Applied Economics.

- Curtis, K., E. Rice, and T. Drugova, (forthcoming, 2020). “Drought Management Strategies in Livestock Production.” USU Extension Fact Sheet, Applied Economics.
- Drugova, T., and K. Curtis, (2019). “Do Consumers Who Prefer Gluten-Free Also Prefer Organic?” USU Extension Fact Sheet, Applied Economics/2019-07pr.
- Drugova, T., and K. Curtis, (2019). “Does Consumer Knowledge of Organic Production Standards Influence Demand for Organic and Non-GMO Labeled Foods?” USU Extension Fact Sheet, Applied Economics/2019-06pr.
- Curtis, K., T. Drugova, and H. Thomason, (2018). “Premium Potential for Organic Wheat Products.” USU Extension Fact Sheet, Applied Economics/2018-06pr.
- Curtis, K., T. Drugova, and H. Thomason, (2018). “Who Are Organic Wheat Consumers?” USU Extension Fact Sheet, Applied Economics/2018-05pr.
- Curtis, K., T. Drugova, and H. Thomason, (2018). “Labeling and Product Characteristic Preferences of Organic Food Buyers.” USU Extension Fact Sheet, Applied Economics/2018-03pr.

ACADEMIC CONFERENCE PRESENTATIONS, PEER-REVIEWED

- Drugova, T., K.R. Curtis, and M.-K. Kim, “Impacts of Drought on Tribal Economics.” Selected paper presented at the 2020 Virtual Conference of the Food Distribution & Research Society (FDRS), October 2020.
- Drugova, T. and K.R. Curtis, “Producer Preferences for Drought Management Strategies in the Arid West.” Selected paper for presentation at the 2020 Virtual Meeting of the Agricultural & Applied Economics Association (AAEA), August 2020. The session was cancelled due to COVID-19.
- Curtis, K.R., T. Drugova, and R.A. Ward, “Agricultural Producer Adaption to Drought in Utah: An Experimental Study.” Selected paper presented at the 2020 Australasian Agricultural & Resource Economics Society (AARES) Annual Conference, Perth Australia, February 2020.
- Curtis, K.R., T. Drugova, and R.A. Ward, “Producer Response to Drought Policy in the West.” Selected paper presented at the 2019 Annual Meeting of the Food Distribution Research Society (FDRS), Seattle WA, October 2019.
- Curtis, K., and T. Drugova, “Do Multi-labeled Food Products Inform or Confuse Consumers.” Invited paper presented at the 2019 Annual Meeting of the Australian Agricultural and Resource Economics Society (AARES), Melbourne, Australia, February 2019.
- Kim, M-K., T. Drugova, and P.M. Jakus, “Selling Utah: How Much the Mighty 5 Helps Boost Tourism and Utah Economy?” Selected paper presented at the 2019 Annual Meeting of the Western Regional Science Association (WRSA), Napa CA, February 2019.
- Drugova, T., and K. Curtis, “Do Extra Labels Pay? The Impact of Non-GMO and Health Labels on Consumer WTP for Organics.” Presented at the 2018 Annual Meeting of the Agricultural & Applied Economics Association (AAEA), Washington DC, August 2018.
- Drugova, T., and K. Curtis, “How Do Consumers of Organic Wheat Products Differ from Non-Consumers? Analysis of Market Segments.” Selected paper presented at the 2018 Annual Meeting of the Western Agricultural Economics Association (WAEA), Anchorage AK, June 2018.
- Drugova, T., K. Curtis, V. Pozo, and R. Fortenbery, “Organic Wheat Prices and Premium Uncertainty: Can Cross Hedging and Forecasting Play a Role?” Selected paper presented at the 2018 NCCC-134 Conference, Minneapolis MN, April 2018.
- Drugova, T., K. Curtis, V. Pozo, and R. Fortenbery, “Organic Wheat Prices and Premium Uncertainty: Can Cross Hedging and Forecasting Play a Role?” Presented at the Applied Economics Department Seminar, Logan UT, April 2018.

- Drugova, T., K. Curtis, and V. Pozo, "Forecasting Organic Wheat Prices: Do Conventional Wheat Prices Play a Role?" Selected paper presented at the 2017 Annual Meeting of the Food Distribution Research Society (FDRS), Honolulu HI, October 2017.
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RESEARCH AND EXTENSION GRANTS, REFEREED – FUNDED

- USDA-NIFA Small and Medium Sized Farms Program, 2020-2023. \$500,000. American Indian Small to Medium-sized Farms Profitability and Risk Related to Reservation Land Access. Role: Postdoctoral Fellow.
 - USDA-NIFA Organic Agriculture Research and Extension Initiative (OREI), 2019-2023. \$2 million. From Compost Carryover to Compost Legacy. Role: Postdoctoral Fellow.
 - Utah Division of Water Resources/USU Extension, 2019-2020. \$75,000. Drought impact assessment for Utah agriculture. Role: Postdoctoral Fellow.
 - USDA-NIFA Organic Agriculture Research and Extension Initiative (OREI), 2014-2020. \$1.6 million. Compost Carryover and Cover Crop Effects on Soil Quality, Profitability, and Cultivar Selection in Organic Dryland Wheat. Role: Graduate Research Fellow.
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RESEARCH AND EXTENSION GRANTS, REFEREED – NOT FUNDED

- Curtis, K., Wytalucy, R., and Drugova, T., "Enhancing Sustainability Among New Native American and Refugee Farmers in the West", USDA 2501 Program, Federal. \$368,285.
 - WSARE Graduate Student Grant in Sustainable Agriculture, 2018-2019. Role: Co-PI.
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PEER REVIEWS

- *Sustainability*
 - *Journal of International Food & Agribusiness Marketing*
 - *HortScience*
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PROFESSIONAL MEMBERSHIPS

- American Economic Association (AEA) – 2019 to present
 - Agricultural & Applied Economics Association (AAEA) – 2018 to present
 - Western Agricultural Economics Association (WAEA) – 2018 to present
 - Food Distribution Research Society (FDRS) – 2017 to present
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BUSINESS EXPERIENCE

Billing Analyst, March 2015 – June 2015

AT&T Global Network Services, Bratislava, Slovakia

- Processed monthly billings for business clients

Financial Analyst, November 2008 – June 2012

IBM International Service Center, Bratislava, Slovakia

- Tracked costs and expenses in assigned departments; prepared monthly and quarterly financial forecasts; analyzed discrepancies between actual, forecast, and past results; initiated booking corrections; presented monthly and quarterly financial results to business and financial managers

- Prepared revenue and signings reports
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SKILLS

- **Technical skills**
Programming and statistical languages and software packages: R, Stata, Nlogit, @Risk
Other: MS Office, Qualtrics
- **Language skills**
Slovak, Czech, English, German, Spanish