

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 preferred strategies of agricultural producers in response to drought
- Investigated impacts of drought on cattle and hay industries
- Applied input-output analysis (IMPLAN) to evaluate total economic impacts
- Investigated consumer preferences for sustainable food labels
- Designed online surveys and analyzed survey data
- Contributed to Extension publications

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, 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 – 2021

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

- Akhundjanov, S.B., and T. Drugova, (forthcoming) “On the Growth Process of US Agricultural Land.” *Empirical Economics*.
- Slocum, S., T. Drugova, and K.R. Curtis, 2021. “The Influence of Social Norms on Sustainable Consumption Behaviors: The Unique Ethos of Renaissance Festivals as a Moderator of Sustainability.” *Journal of Sustainable Tourism*, 1-15. Available online: <https://doi.org/10.1080/09669582.2021.1952419>
- Drugova, T., K.R. Curtis, and R.A. Ward, 2021. “Producer Preferences for Drought Management Strategies in the Arid West.” *Renewable Agriculture and Food Systems*, 1-10. Available online: <https://doi.org/10.1017/S1742170521000259>
- 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.B. 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.B. 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

- 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*.
- Curtis, K.R., and T. Drugova, “Why Can’t the Supply Chain Keep Up with Organic Bakery Product Demand? Understanding Miller, Distributor, and Baker Organic Wheat Quality Perceptions and Needs.” Under review at the *International Food and Agribusiness Management Review*.

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, “Innovations In Direct Marketing in the West: Redefining Grocery in the COVID Era.”

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

- Drugova, T., K. Curtis, and M.-K. Kim, 2021. “The Economic Impacts of Drought on Navajo Nation.” *Journal of Food Distribution Research*, 52(1), 31-38.
- 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., and K. Curtis (2021). “Bakery Organic Wheat Flour Quality and Quantity Requirements.” USU Extension Fact Sheet, Applied Economics/2021-07pr.
- Drugova, T., and K. Curtis (2021). “Wheat Miller and Distributor Organic Wheat Quality and Quantity Requirements.” USU Extension Fact Sheet, Applied Economics/2021-08pr.
- Curtis, K.R., T. Drugova, and R. Ward (2021). “Utah Fresh Produce Grower Preferred Drought Management Strategies.” USU Extension Fact Sheet, Applied Economics/2021-01pr.
- Curtis, K.R., T. Drugova, and R. Ward (2021). “Utah Livestock Producer Preferred Drought Management Strategies.” USU Extension Fact Sheet, Applied Economics/2021-02pr.

- Curtis, K.R., T. Drugova, and R. Ward (2021). “Utah Hay and Forage Grower Preferred Drought Management Strategies.” USU Extension Fact Sheet, Applied Economics/2021-03pr.
- Drugova, T., K.R. Curtis, and M.-K. Kim (2020). “Impacts of Drought on Tribal Economies in Utah.” USU Extension Fact Sheet, Applied Economics/2020-01pr.
- Drugova, T., K.R. Curtis, and M.-K. Kim (2020). “Impacts of Drought on Tribal Economies in Nevada.” USU Extension Fact Sheet, Applied Economics/2020-02pr.
- Drugova, T., K.R. Curtis, and M.-K. Kim (2020). “Impacts of Drought on Tribal Economies in New Mexico.” USU Extension Fact Sheet, Applied Economics/2020-03pr.
- Drugova, T., K.R. Curtis, and M.-K. Kim (2020). “Impacts of Drought on Tribal Economies in Arizona.” USU Extension Fact Sheet, Applied Economics/2020-04pr.
- 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, “Drought Impacts on Tribal Economies in the US Southwest.” Selected track session paper presented at the 2021 Joint Annual Meeting of the Agricultural & Applied Economics Association and Western Agricultural Economics Association (AAEA & WAEA), Austin, TX, August 2021.
- Curtis, K.R, T. Drugova, and S. Slocum, “Innovations In Direct Marketing in the West: Redefining “Grocery” in the COVID Era.” Selected track session paper presented at the 2021 Joint Annual Meeting of the Agricultural & Applied Economics Association and Western Agricultural Economics Association (AAEA & WAEA), Austin, TX, August 2021.
- Drugova, T., K.R. Curtis, and M.-K. Kim, “The Economic Impacts of Drought on Navajo Nation.” Selected paper presented at the 2020 Virtual Conference of the Food Distribution & Research Society (FDRS), October 2020.
- Drugova, T., and K.R. Curtis, “Agricultural Producer Adaption to Drought: An Experimental Study.” Selected track session paper presented at the 2020 Annual Meeting of the Agricultural & Applied Economics Association (AAEA), Kansas City, MO, July 2020. (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.” Selected lightning session paper 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.

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.

RESEARCH AND EXTENSION GRANTS, REFEREED – NOT FUNDED

- Curtis, K., Wytsalucy, 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.

PEER REVIEWS

- *Sustainability*
 - *Journal of International Food & Agribusiness Marketing*
 - *HortScience*
 - *British Food Journal*
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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