



Bio

I am the Morrison Chair of Agribusiness in the W. P. Carey School of Business at Arizona State University. I have a B.Comm. (Economics and Finance) from the University of British Columbia, and an A.M. and Ph.D. in Applied Economics from Stanford University. I was co-editor of the *American Journal of Agricultural Economics*, and currently am co-editor of the *European Review of Agricultural Economics*. I have published over 130 articles in marketing, supply chain management, economics and agricultural economics, including articles in *Management Science*, *Marketing Science*, *Production and Operations Management*, *Manufacturing Services Operations and Management*, *American Journal of Agricultural Economics*, *Review of Economics and Statistics*, *Journal of Retailing*, and others. I have won 18 Article of the Year awards, for journals in supply chain management, economics, and agricultural economics and was named fellow of the Agricultural and Applied Economics Association in 2021.

What is the biggest problem / concern facing the AAEA?

I see two issues that I would like to address should I be elected as a director of the AAEA. First, I feel we need to be more inclusive of the other agricultural economics associations, and work cooperatively to build programs that benefit the professional as a whole. Many, if not most, of us are members of the AAEA and one or more of the other “regional” associations – the Western Agricultural Economics Association, the Southern Agricultural Economics Association, the Canadian Agricultural Economics Association, and others – and I believe we would all be better off if we did a better job of promoting our common interests, including membership, meetings, and publications. Some examples of the sort of coordination I am advocating include a greater degree of coordination in scheduling meetings, increasing the frequency of joint meetings, closer integration of journal operations, and presenting a united lobbying front on political issues of common interest to all of our members. Second, I believe the *AJAE* – our flagship journal – should be restructured to reflect the design principles of the Journal of the Agricultural and Applied Economics Association (*JAAEA*). As a former editor of the *AJAE*, I gained a better understanding of the diversity of research fields reflected in the journal, and how much better our authors would be served from having editors who are experts in their field handle their papers. I envision one managing editor, and editors with “manuscript-handling permissions” for each of the sub-fields current represented in the AAEA. As a first approximation, we could begin by having each of the sections of the AAEA represented within this new editorial team. By

restructuring the editorial team of our flagship journal, I believe we will provide improved editorial decision-making and a mechanism to better engage AAEA section membership in the publication process within each of our research sub-fields.

What actions would you initiate to improve the situation described in your response to the previous question?

In order to improve our relationships with the other regional associations, I would begin by engaging with the boards of each of the other associations as a means of seeking out initial avenues for more effective cooperation and collaboration. From these meetings, I would hope that we would reach some sort of agreement on improved collaboration, and work toward scheduling more joint meetings, developing ways that our journals can work together more effectively and coming up with a means of presenting a united front on emerging political issues that likely affect us all. Restructuring the editorial team at the *AJAE* will require working with the other directors, AAEA leadership, and the current editors in order to decide on an appropriate structure, which sub-fields would be represented and a new role for the editorial board. We will need to plan for an orderly transition to the new structure, advertise and select a managing editor, and reach out to all of the section heads to reach agreement on the best way to determine each of the sub-field editors. Most importantly, we will need to communicate the rationale for our change to the AAEA membership and ensure they understand the benefits of the new *AJAE* editorial structure.

At the end of your three-year term, what changes/new initiatives would you have helped create?

At the end of my three-year term, I hope that we, as a profession, would begin to institutionalize cooperation among our regional associations and recognize that agricultural economics is only one part of a larger field of applied economics, business and agronomic research. I would also hope that our flagship journal would have a more modern and effective structure, and serve its authors better in an increasingly-competitive market for publication pages.