



CURRICULUM VITAE

Pimbucha Rusmevichientong

CONTACT

INFORMATION:

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EDUCATION

2015 PhD in Applied and Behavioral Health Economics, Dyson School of Applied Economics and Management Department, Cornell University, NY

2007 MS in Agricultural Economics, Dyson School of Applied Economics and Management Department, Cornell University, NY

2005 BE in Economics, Chulalongkorn University, Thailand

AREAS OF EXPERTISE

Health Economics, Behavioral and Experimental Economics on obesity, malnutrition, smoking, food labeling, food and anti-obesity advertising on eating behaviors, food calorie misperception, food policy intervention to improve health outcome via changing economic incentives or creating behavioral nudges.

CURRENT ACADEMIC POSITION

2015 - Present Assistant Professor, Department of Health Science, California State University, Fullerton

PREVIOUS PROFESSIONAL AND RESEARCH EXPERIENCE

10/2014 - 2015 Student Multidisciplinary Applied Research Team (SMART),
 Cornell University, Project leader

2011-2015 Cornell University, Teaching assistant

06 - 08/2013 United Nations ESCAP, Thailand, Short-term research intern

2008 - 2011 Thailand Ministry of Agriculture and Cooperatives, Agricultural market researcher

2005 - 2006 Chulalongkorn University, Health economics researcher

PUBLICATIONS - Peer-reviewed journal articles *(reverse chronological order)*

Streletskaia, N.A., Amatyakul, W., Kaiser, H.M., **Rusmevichientong, P.** & Liaukonyte, J. (2015). Menu-labeling formats and their impact on dietary quality. *Agribusiness: an International Journal*, 32(2),1-15. doi: 10.1002/agr.21444

Rusmevichientong, P., Streletskaia, N.A., Amatyakul, W., & Kaiser, H.M. (2014). The impact of food advertisements on changing eating behaviors: an experimental study. *Food Policy*, 44, 59-67. doi: 10.1016/j.foodpol.2013.10.011

Streletskaia, N.A., **Rusmevichientong, P.**, Amatyakul, W., & Kaiser, H.M. (2013). Taxes, subsidies, and advertising efficacy in changing eating behaviors: an experimental study. *Applied Economic Perspectives and Policy*, 1-29.

Rusmevichientong, P. & Kaiser, H.M. (2011). Are there halo effects of US grain export promotion?. *Applied Economics*, 43,1435-1446.

Rusmevichientong, P. & Kaiser, H.M. (2009). Measuring the effectiveness of U.S. rice export promotion programs. *Agribusiness: An International Journal*, 25, 215-230.

Rusmevichientong, P. & Kaiser, H.M. (2007). An economic analysis of U.S. rice export promotion programs. *Agricultural and Resource Economics Review*, 36, 357.

PUBLICATIONS - Non-peer reviewed articles

Rusmevichientong, P. (2016, September 7). How soda taxes affect consumer consumption?. *Living Textbook, The Orange County Register*. Retrieved from <http://www.ocregister.com/articles/tax-728222-soda-sales.html>.

UNIVERSITY/COLLEGE/DEPARTMENT SCHOLARLY ACTIVITIES (reverse chronological order)

Rusmevichientong, P. (2016, February 3). *Understanding How Nutrition/food Labeling of Snacks Found in Vending Machines Effects College Students' Purchasing Decisions*. Winter Faculty Research Seminar presented at HESC Department, California State University, Fullerton.

Rusmevichientong, P. (2016, August). Personal Interview "Getting Nutrition Facts Straight" with L. Penkingkarn. Retrieved from CSUF News: <http://news.fullerton.edu/2016su/College-Snacking-Behaviors.aspx>.

SELECTED PRESENTATIONS (reverse chronological order)

Rusmevichientong, P., Gomez, M.I., Ranney, C., & Kaiser, H.M. (2016, July). *Food Stamps, Food Insufficiency, and Health of the Elderly*. Poster presented at Agricultural and Applied Economics Association (AAEA) Annual Meeting, Boston, July 31-August 2, 2016.

Rusmevichientong, P., Gomez, M.I., Ranney, C., & Kaiser, H.M. (2015, July). *Food Stamps, Food Insufficiency, and Health of the Elderly*. Paper presented at the 2015 iHEA (International Health Economics Association) Congress Conference, Milan, Italy.

Rusmevichientong, P., Gomez, M.I., Ranney, C., & Kaiser, H.M. (2015, March). *Food Stamps, Food Insufficiency, and Health of the Elderly*. Paper presented at the 7th Annual Cornell Sociological Symposium, The Sociology Graduate Student Association, Cornell University, Ithaca, NY.

Kaiser, H.M. & **Rusmevichientong, P.** (2008, March). *Halo Effects of US Export Grain Promotion Programs*. Paper presented at Research Committee on Commodity Promotion (NEC-63) Spring Meeting, Hilton Head Island, SC.

Rusmevichientong, P., & Kaiser, H.M. (2007, September). *An Economic Analysis of U.S. Rice Export Promotion Programs*. Paper presented at Research Committee on Commodity Promotion (NEC-63) Fall Meeting, Vancouver, Canada.

Rusmevichientong, P., & Kaiser, H.M. (2007). *An Economic Analysis of U.S. Rice Export Promotion Programs*. Paper presented at Northeastern Agricultural and Resource Economics Association, in Rehoboth Beach, DL.

WORKS IN PROGRESS

"The Impact of Unemployment and Obesity on Mental Depression: An Observational Study" with Harry Kaiser (2015)

GRANT SUPPORT

[1] *Understanding how nutrition/food labeling of snacks found in vending machines effects college students' purchasing decisions*. Lead PI. Duration: 07/01/16-12/01/17. Award: 2016-17 Junior/Senior Intramural Research Award. Funded by The Auxiliary Services Corporation (ASC). Total Award \$5,000.

[2] *Big Data Discovery and Diversity through Research Education Advancement and Partnerships (BD3-REAP)* Co-Investigator for the Supplement. Duration: 07/01/2016 - 06/30/2017. Funded by National Institutes of Health (NIH)-R25. Total Award \$1,000,000.

TEACHING COURSES (reverse chronological order)

Fall 2016 – HESC 349 Measurement and Statistics in Health Science

Summer 2016 – HESC 349 Measurement and Statistics in Health Science (SOQ- Excellence level: 99%)

Spring 2016 – HESC 349 Measurement and Statistics in Health Science (SOQ- Excellence level: 93%)

Fall 2015 – HESC 349 Measurement and Statistics in Health Science (SOQ- Excellence level: 85%)

SUPERVISION OF STUDENTS

Jennifer Que, an undergraduate student, the Supplemental Instruction (SI) program (Spring 2016 - Present)

Ryan Ebrahim, a 2nd year MPH student, Research grant project [1] (Spring 2016 - Present)

Jessica Nila, a 2nd year MPH student, Research grant project [1] (Spring 2016 - Present)

Ivana Cheng, a 2nd year MPH student, Research grant project [1] (Spring 2016 - Present)

Siena Morgan, an undergraduate student, Research grant project [1] (Spring 2016 - Present)

PROFESSIONAL AFFILIATION *(reverse chronological order)*

04/2015 - Present	American Society for Nutrition (ASN)
04/2015 - Present	American Society of Health Economists (ASHEcon)
03/2015 - Present	American Public Health Association (APHA)
03/2015 - Present	International Health Economics Association (iHEA)
01/2015 - Present	American Economics Association (AEA)
01/2015 - Present	Agricultural and Applied Economics Association (AAEA)
08/2012 - Present	President of Cornell-Thai Graduate Student Association
08/2012 - 08/2015	Supervisor of Stone Computing Help Desk at Mann Library, Cornell University
08/2012 - 08/2015	Student Mentor of Charles H. Dyson School of Applied Economics and Management
08/2006 - 08/2015	Student Assistant of Olin Library and Kroch Library in Thai Manuscripts Section, Cornell University
08/2006 - 10/2007	Member of AEM Graduate Committee, Cornell University

HONORS, SCHOLARSHIP, AND FELLOWSHIP *(reverse chronological order)*

03/2015	Graduate Conference Grant, Cornell University
07/2014	G.F. Warren Award, Cornell University
08/2011 - 08/2012	Cornell Graduate Fellowship
11/2010 - 01/2011	Government of India Scholarship
08/2009	Outstanding Master's Thesis Award of Northeastern Agricultural and Resource Economics Association (NAREA)
10/2009	Best Quality Research Award, Thailand Ministry of Agriculture and Cooperatives
08/2008	G.F. Warren Award, Cornell University
08/2007	NAREA Travel Grant
08/2006 - 12/2007	Royal Thai Government Scholarship

PROFESSIONAL/UNIVERSITY/COMMUNITY SERVICES *(reverse chronological order)*

08/2016 - Present	Award and Event Planning Committee Member
08/2016 - Present	MPH Admissions Committee Member
08/2015 - Present	HESC Undergraduate Program Committee Member
07/2015 - Present	Big Data (BD3-REAP) project, recruitment team
04/2015	Guest speaker in the advanced public health theory class of Dr. Yang on a behavioral economics and its application to health topics

SKILLS

Statistical software: STATA (proficient), Eviews (proficient), MATLAB and R (working knowledge)
 Languages: Thai (native), English (fluent)