

Haotian Cheng



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Research Interests

Behavioral Economics, Agricultural Economics, Forestry Economics

Education Background

Oklahoma State University, Agricultural Economics

Academic Positions & Professional Titles

- Associate Professor at Southwest University 2025-
- Adjunct Researcher, China Academy of Agricultural and Rural Development 2022-
- Junior Researcher, National Institute of Forestry and Grassland Economics and Trade, Beijing Forestry University 2025-
- Visiting Associate Researcher, Department of Food Resource Economics, Pusan National University, South Korea 2025-
- Standing Committee Member of the Young Scholars Committee, Chinese Society of Agricultural Technology Economics 2025-
- Member of the Committee on Collective Forest Management Research, China Society of Forestry Economics 2025-
- Visiting Associate Researcher, Forest Service, U.S. Department of Agriculture 2024-2025
- Visiting Associate Researcher, School of Natural Resources and Environment (World Ranking: 49th, (2025 U.S. News)), University of Arizona 2024-2025
- Postdoctoral Research Associate, National Science Foundation Project, School of Natural Resources and Environmental Sciences, University of Arizona 2021-2024

Editorial & Reviewer Experience

- Journal of Choice Modelling (1time)
- Review of Development Economics (2time)
- Environment, Development and Sustainability (1time)
- Journal of Rural Studies (2time)
- Journal of the Agricultural and Applied Economics Association (3time)
- Energy Economics (1time)
- Journal of Agricultural and Resource Economics (3time)
- Agribusiness (2time)
- Acta Psychologica (2time)

- Journal of Sustainable Forestry (1time)
- Journal of Agricultural and Applied Economics (4time)
- Journal of Statistical Theory and Practice (1time)
- Ecosystem Health and Sustainability (1time)
- Trees, Forests, & People (1time)
- Journal of Chongqing Three Gorges University (1time)

Representative Publications

- Cheng, H., Soto, J. R., Susaeta, A., Russell, A., & Joshi, O. (2025). Landowners' willingness to accept for sustainable forest management in the Cross-Timbers region, USA. *Forest Policy and Economics*, 178, 103574. (SSCI)
- Cheng, H., Baldwin, E., Ponce, A., Lien, A., Henry, A. D., Gornish, E., & Soto, J. R. (2025). Wildfire evacuations prompt increased support for wildfire mitigation policies in Pima County, Arizona. *Society & Natural Resources*, 1–19. (SSCI)
- Cheng, H., Escobedo, F. J., Thomas, A. S., De Los Reyes, J. F., Ng'ombe, J. N., & Soto, J. R. (2025). Understanding how urban communities make trade-offs between forest management and ecosystem service objectives. *Forest Policy and Economics*, 172, 103445. (SSCI)
- Lin, Z., Fang, Y., Wang, J., Sun, N., Shen, Y., Cheng, H., Liu, W., Xie, Q., Miao, W., & Jin, P. (2025). YcsE-mediated dephosphorylation of ComP regulates surfactin and iturin synthesis in *Bacillus velezensis* HN-1. *International Journal of Biological Macromolecules*, 315, 144509. (SCI)
- Cheng, H., Ng'ombe, J. N., Choi, Y., Kalinda, T. H., & Zheng, S. (2025). Understanding the drivers of smallholder dairy cooperative participation in developing countries: Evidence from rural Zambia. *Agricultural Systems*, 224, 104261. (SCI)
- Feuz, R., Feuz, D., Lidgard, A., Crump, Z., Thornton, K., Martini, S., Cheng, H., Stafford, C., & Matarneh, S. (2025) Sensory, Consumer Preference, and Willingness to Pay Analyses Comparing Predominantly Angus and Santa Gertrudis-Influenced Beef, Agribusiness. (SSCI)
- Mu, Y., Yu, Z., Cheng, H., & Yang, H. (2025). Are there spatial spillover effects of carbon emission trading policy on forest carbon sink growth in China? *Forests*, 16(3), 386. (SCI)
- Cheng, H., Escobedo, F. J., Thomas, A. S., De Los Reyes, J. F., & Soto, J. R. (2024). Comparing individual and collective valuation of ecosystem service tradeoffs: A case study from montane forests in southern California, USA. *Ecosystem Services*, 69, 101648. (SSCI)
- Cheng, H., Ng'ombe, J. N., & Lambert, D. M. (2024). A Bayesian generalized rank ordered logit model. *Journal of Choice Modelling*, 50, 100475. (SSCI)
- Feuz, R., Feuz, D., Lidgard, A., Crump, Z., Thornton, K., Martini, S., Cheng, H., Stafford, C., & Matarneh, S. (2024). Cattle Are What They Eat: A Consumer Analysis of Beef Produced from Barley Fodder-Fed Cattle Compared with a Conventional Mixed Ration. *Journal of Agricultural and Applied Economics*, 56(1), 86–100.
- Cheng, H., Zhou, X., Sun, J., Ng'ombe, J. N., Mzyece, A., Feng, W., Guo, S., & Liu, B. (2024). Assessing the efficacy of agricultural cold chain facility expansion in China. *Journal of Stored Products Research*, 105, 102244. (SCI)
- Feng, X., Swann, A. L. S., Breshears, D. D., Baldwin, E., Cheng, H., Derbridge, J. J., Fei, C., Lien, A. M., López-Hoffman, L., McCarl, B., McLaughlin, D. M., & Soto, J. R. (2023). Distance decay and directional diffusion of ecoclimate teleconnections driven by regional-scale tree die-off. *Environmental Research Letters*, 18(11), 114013. (SCI)
- Cheng, H., Zhang, T., Lambert, D. M., & Feuz, R. (2023). An empirical comparison of conjoint and best-worst scaling case III methods. *Journal of Behavioral and Experimental*

Economics, 106, 102049. (SSCI)

- Cheng, H., Feuz, R., & Lambert, D. M. (2023). A comparison of best-worst scaling marginal and rank methods. *Applied Economics Letters*, 31(15), 1379–1382. (SSCI)
- Cheng, H., Lambert, D. M., DeLong, K. L., & Jensen, K. L. (2021). Inattention, availability bias, and attribute premium estimation for a biobased product. *Agricultural Economics*, 53(2), 274–288. (SSCI)