

# Research Agenda

Anthony R. Delmond, PhD

## Overview

I am an applied microeconomist with research interests in consumer behavior, industrial organization, resource economics, and regional economic development. Methodologically, I am an experimentalist: my research relies heavily on primary data collection—surveys, sensory analysis, and behavioral experiments—rather than purely secondary data. This places me within a distinct tradition in applied economics that emphasizes controlled behavioral investigation.

My intellectual foundations run through Washington State University (McCluskey, Winfree) and connect to the Coasean property rights tradition through collaborations with Jason Shogren and others. I blend theoretical sophistication—externality modeling, bargaining theory, information economics—with practical applications addressing real-world market and policy problems, with particular expertise in food and beverage industries and rural economic development.

My research clusters into four categories: *Information Economics and Consumer Behavior*, *Resource Economics and Sustainability*, *Political Economy and Regional Development*, and the *Scholarship of Teaching and Learning*.

## Research Category I: Information Economics and Consumer Behavior

This stream investigates how information asymmetries, signaling mechanisms, and consumer perceptions shape market outcomes. The unifying question: how do firms and consumers navigate quality uncertainty? My empirical applications focus primarily on food and beverage markets, which provide rich settings for studying reputation, branding, and preference formation.

### Primary Focus: Consumer Preferences and Decision-Making

This research uses experimental and survey methods to understand consumer decision-making, including willingness-to-pay for product attributes, home bias in international markets, responses to corporate social responsibility messaging, and attitudes toward new technologies. Applications span international beverage markets, tourism pricing, and consumer acceptance of biotechnology.

### *Publications*

- **Delmond, A.R.**, McCluskey, J.J., Rogova, M.A., & Yormirzoev, M. (2018). Russian consumer willingness to pay for genetically modified food. *Food Policy*, 78, 91–100. [Reprinted in Huffman & McCluskey, eds., *The New Technology and Conflicting Information*, World Scientific, 2020]
- Muhammad, A., **Delmond, A.R.**, & Nti, F.K. (2021). A dynamic analysis of variable preferences: The case of imported beer in China. *British Food Journal*, 123(13), 362–383.

### ***Working Papers***

- Wiley, M.C., **Delmond, A.R.**, & Chen, K. Influence of culture and public attitudes towards biotechnology within Pacific Island communities: Insights from Guam. [Under Revision]
- Wiley, M.C., Chen, K., & **Delmond, A.R.** Consumer preference in the Pacific for genetically modified foods [Fact sheet]. [Under Review]
- Rourke, D., & **Delmond, A.R.** Analyzing social media's impact on consumers' evaluation of CSR authenticity. [Under Revision]
- **Delmond, A.R.** The price of tourism: Evidence from the Italian ice cream market.
- **Delmond, A.R.**, & Strandholm, J.C. Preference for home in the international beer market.

### ***Selected Presentations***

- “Cultural and Socio-Economic Influences on Consumer Acceptance of Genetically Modified Foods in Guam.” International Conference on Business, Economics and Information Technology, Cebu, Philippines (March 2025)
- “Perception of Biotechnology in Geographically Isolated Regions: Evidence from Guam.” Australian Campuses Towards Sustainability Conference (May 2022)
- “Understanding Consumers' Perception of GMO Foods in Pacific Islands.” International Conference on Business, Economics and Information Technology (March 2021)
- “A dynamic analysis of variable preferences: The case of imported beer in China.” University of Florida, FRED Seminar Series (January 2021)
- “Consumer willingness to pay for novel GMO food products in Russia.” Invited Presentation, University of Guam (December 2020)

### **Secondary Focus: Reputation, Branding, and Quality Signaling**

This research examines how collective reputation systems—particularly geographical indications and regional branding—create economic value by signaling quality to consumers. I investigate how firms leverage shared regional identities to overcome information asymmetries, with applications in wine markets (where such systems are well-established) and other differentiated product markets.

### ***Publications***

- **Delmond, A.R.**, & McCluskey, J.J. (2025). Impacts of regional designations on prices. *Journal of Wine Economics*, 20(3), 268–285.
- **Delmond, A.R.**, McCluskey, J.J., & Winfree, J.A. (2018). Product quality and reputation in food and agriculture. In *The Routledge Handbook of Agricultural Economics* (pp. 96–107). Routledge.

### ***Working Papers***

- **Delmond, A.R.**, Ullrich, S., & Willard, A. Assessing the value of regionally branded meat products in Italy.
- **Delmond, A.R.** Region- and process-based price premia in Italian meat markets: Comparing the tourist tax across retail channels.

### ***Selected Presentations***

- “Regional branding and collective reputation.” Invited Presentation, UT Martin Research Series (November 2021)
- “The Limited Benefits of Sharing: Evidence of a Declining Collective Reputation Effect in the Washington Wine Industry.” Pacific Northwest Regional Economic Conference, Bend, OR (May 2017)

### ***Grants***

- Tennessee Corn Promotion Board: “Alternative Marketing Opportunities for Tennessee-Grown Corn Products” (PI; with J. Mehlhorn, S. Parrott), 2021, \$19,900

## **Research Category II: Resource Economics and Sustainability**

This stream addresses resource allocation challenges with particular attention to externalities, property rights, and adaptation to environmental change. The unifying concern: how should scarce resources be managed when private incentives diverge from social optimality? Applications include public health externalities, climate adaptation, and bargaining under institutional uncertainty.

### **Primary Focus: Climate Adaptation and Environmental Sustainability**

This research uses simulation models and survey methods to understand how economic systems can adapt to changing climate conditions. Applications include crop production optimization under climate uncertainty and livelihood vulnerability assessment in developing economies.

### ***Publications***

- Mooney, R.A., Carmon, G.L., **Delmond, A.R.**, Tewari, R., Lepcha, I., & Mehlhorn, J. (2025). Exploring the DSSAT crop growth model to simulate management scenarios for corn production in West Tennessee. *Journal of the Tennessee Academy of Science*. [Accepted]
- Rai, P., Bajgai, Y., Rabgyal, J., Katwal, T.B., & **Delmond, A.R.** (2022). Empirical evidence of the livelihood vulnerability to climate change impacts: A case of potato-based mountain farming systems in Bhutan. *Sustainability*, 14(4), 2339.
- Hughes, D.W., Holland, R., Mehlhorn, J.E., & **Delmond, A.** (2019). Evaluating transition planning by Tennessee farmers. *UT Extension Publication W811*.

### ***Selected Presentations***

- “Calibrating a DSSAT Model to Investigate West Tennessee Soybean Performance in Response to Climate Change.” ASA, CSSA, & SSSA International Annual Meeting, Salt Lake City (November 2025)
- “Will the Climate Kill Off Soybeans? Using DSSAT to Model the Effects of Climate Change on Soybean Growth.” ASA, CSSA, & SSSA International Annual Meeting, San Antonio (November 2024)
- “The Use of DSSAT Crop Growth Model to Simulate Corn Yields in Tennessee.” ASA, CSSA, & SSSA International Annual Meeting, Baltimore (November 2022)

### **Grants**

- Tennessee Soybean Promotion Board: “Using a Dynamic Crop Modeling System to Simulate Soybean Yield under Varying Climate Conditions and Management Practices” (PI; with A.K. Scott, R. Tewari, I. Lepcha, J. Mehlhorn, B. Wolters), 2024, \$20,000
- Tennessee Corn Promotion Board: “Using the DSSAT Crop Model to Simulate Corn Yields in Tennessee” (Co-PI; with R. Tewari, I. Lepcha, J. Mehlhorn), 2022, \$15,500

### **Secondary Focus: Externalities and Property Rights**

This research applies microeconomic theory to decisions with spillover effects, including antimicrobial resistance (where free-riding and resistance externalities create countervailing incentives) and property rights bargaining under institutional uncertainty. This work connects to fundamental questions in public economics and mechanism design.

### **Publications**

- Berry, K.C., **Delmond, A.R.**, Morin-Chassé, R., Strandholm, J.C., & Shogren, J.F. (2022). A bargaining experiment under weak property rights, with implications for indigenous title claims. *Ecological Economics*, 198, 107457.
- **Delmond, A.R.**, & Ahmed, H. (2021). Optimal antimicrobial use under countervailing externalities. *Journal of Agricultural and Resource Economics*, 46(3), 490–508.

### **Selected Presentations**

- “Optimal Antimicrobial Use in Livestock Under Countervailing Externalities.” XVI European Association of Agricultural Economists Congress, Prague (2020)

## **Research Category III: Political Economy and Regional Development**

This stream examines how political institutions, public finance, and policy decisions shape economic outcomes—particularly in rural and underserved regions. The unifying concern: how do political and financial structures affect regional prosperity and inequality? This work combines academic research with applied economic impact analysis conducted through the Economic and Business Innovation Lab.

### **Primary Focus: Political Economy of Policy**

This research investigates how political institutions—particularly legislative committee structures and policy processes—translate into economic outcomes for constituents. Applications include the relationship between congressional committee tenure and state-level returns, and the effects of policy uncertainty on financial markets.

### **Working Papers**

- **Delmond, A.R.**, Cole, B., Mehlhorn, J.E., & Looney, T. Does seniority translate into economic returns? Congressional committee longevity and state agricultural outcomes.
- Cole, B., **Delmond, A.R.**, & Mehlhorn J.E. Legislative uncertainty and agricultural business stock values.

### ***Selected Presentations***

- “Does Seniority Translate into Economic Returns: Congressional Committee Longevity and State Returns.” Social Capital Conference, Dubai (March 2026)

### **Secondary Focus: Rural Finance and Capital Markets**

This research examines how capital markets function in rural contexts, with particular attention to municipal bond markets and the role of dealer networks in financing rural infrastructure and public services.

#### ***Working Papers***

- **Delmond, A.R.**, Cole, B., & Mehlhorn, J. Investing in rural America: The value of bond dealer networks for rural municipal bonds.
- **Delmond, A.R.**, Cole, B., & Mehlhorn, J. The social capital of rural municipal bond dealers.
- **Delmond, A.R.**, Cole, B., & Mehlhorn, J. Betting the farm: Municipal bond market uncertainty and Farm Bill legislation.

### ***Selected Presentations***

- “The Social Capital of Rural Municipal Bond Dealers.” Social Capital Conference, Dubai (March 2026)
- “Investing in Rural America: The Value of Bond Dealer Networks for Rural Municipal Bonds.” SAEA Annual Meeting, Irving, TX (February 2026)
- “Betting the Farm: Municipal Bond Market Uncertainty and Farm Bill Legislation.” SAEA Annual Meeting, Irving, TX (February 2025)

### **Tertiary Focus: Regional Economic Development and Impact Analysis**

This applied research stream provides economic impact analyses for regional stakeholders, quantifying how infrastructure investments, educational institutions, and policy interventions affect local economies. This work is conducted through the Economic and Business Innovation Lab at the University of Tennessee at Martin.

#### ***Working Papers***

- **Delmond, A.R.**, & Johnson, T. Income inequality trends in Tennessee: County-level evidence from the rural-urban divide, 2010–2022.

### ***Selected Presentations***

- “Income Inequality Trends in Tennessee: County-level Evidence from the Rural-Urban Divide, 2010–2022.” SAEA Annual Meeting, Irving, TX (February 2026)

### ***Contract Research and Technical Reports***

- Economic Impact Study: Obion River Dredging Project. Economic and Business Innovation Lab, University of Tennessee at Martin (2026).
- Economic Impact Analysis: Dyersburg State Community College Regional Contribution. Economic and Business Innovation Lab, University of Tennessee at Martin (2026).
- Martin Community Needs Assessment Survey. Center for Rural Innovation, University of Tennessee at Martin (2025).

- West Tennessee Solar Farm Information and Welcome Center Proposal, University of Tennessee at Martin (2025) [advisor to student proposal competition]

## Research Category IV: Scholarship of Teaching and Learning

This stream applies rigorous research methods to questions of pedagogical effectiveness in economics and business education. The unifying goal: evidence-based improvement of student outcomes through innovative curriculum design and instructional methods.

### Primary Focus: Innovative Pedagogical Methods

This research evaluates novel instructional approaches—including gamification, generative AI integration, information literacy instruction, and creative writing exercises—for their effectiveness in economics and business education.

### Publications

- Pruitt, J.R., **Delmond, A.R.**, Watson, D.S., & Mehlhorn, S. (2025). Using regenerative artificial intelligence to aid classroom retention. *Applied Economics Teaching Resources*, 7(3), 95–109.
- Tewari, R., Bampasidou, M., Schroeter, C., Penn, J., **Delmond, A.R.**, Parrott, S., Pruitt, J.R., McCarty, T., Zuo, N., & Mehlhorn, J. (2025). Innovate to lead: Curriculum innovations to meet students’ needs in applied economics and agribusiness programs. *Applied Economics Teaching Resources*, 7(3), 76–89.
- **Delmond, A.R.**, Busch, H., & Weber, E.M. (2024). An interdisciplinary assessment of information literacy instruction. *Journal of Academic Librarianship*, 50(5), 102944.

### Working Papers

- **Delmond, A.R.**, Mehlhorn, J.E., & Nanney, R.S. Introducing concepts through games in the economics classroom. [In Submission]
- **Delmond, A.R.**, Duck, K., Mehlhorn, J.E., Morris, D., & Nanney, R.S. Retention of economic concepts introduced through games in the classroom.
- **Delmond, A.R.** Measuring the impact of creative assignments on learning and retention in the classroom.

### Selected Presentations

- “Examining the Efficacy of Games as a Means of Content Delivery in the Economics Classroom.” UNCW Economics Teaching Conference, Carolina Beach (October 2025)
- “Introducing New College Students to Complex Topics through Gamification: An Assessment.” AAEA Annual Meeting, New Orleans (July 2024)
- “Stoking the Creative Fires in the Classroom.” Experiential Learning Leadership Institute Conference, Martin, TN (April 2024)
- “Using Regenerative Artificial Intelligence to Aid Classroom Retention.” SAEA Annual Meeting, Atlanta (February 2024)
- “Developing Information Literacy Training and Assessment Tools for Students.” NACTA Conference (June 2021)

### **Grants**

- 1890 Institution Teaching, Research, and Extension Capacity Building Grants Program (NIFA): “Agricultural Communications Capacity-building through Curriculum Development, Collaboration, and Artificial Intelligence” (Co-PD), 2023–2026, \$450,000
- UT Martin Faculty Research Program: “Gen Z Perception of Agricultural Biotechnology” (PI), 2023–2024, \$2,000

### **Secondary Focus: Experiential and Career-Connected Learning**

This research investigates how experiential interventions—particularly those connecting classroom learning to professional development—affect student engagement, skill acquisition, and career outcomes. A key focus is understanding how universities can build student social capital through structured networking activities.

### **Publications**

- **Delmond, A.R.** (2024). Nudging agricultural business students into successful online networking. *Applied Economics Teaching Resources*, 6(3), 54–65.

### **Selected Presentations**

- “How Can Universities Enhance Student Social Capital: Lessons from a Rural University.” Social Capital Conference, Dubai (March 2026)
- “Nudging Toward Success: LinkedIn in the Classroom.” Experiential Learning Leadership Institute Conference, Martin, TN (March 2023)
- “Career Development and Networking from the Classroom: An Experiment with Skin in the Game.” NACTA Conference, Wooster, OH (June 2022)

### **Tertiary Focus: Factors Affecting Student Success**

This research examines environmental and behavioral factors that influence student attendance, engagement, and academic performance.

### **Selected Presentations**

- “The Effects of Weather, Farming, and Hunting on Student Attendance.” NACTA Conference, Edmonton (June 2025)
- “Why Were You Not in Class? Because of Rain or Deer Hunting?” ASA, CSSA, & SSSA International Annual Meeting, St. Louis (October 2023)
- “The Effects of Lax Attendance Policies on Attendance in a Range of Courses.” NACTA Conference, Wooster, OH (June 2022)

## **Teaching Materials**

### **Textbooks**

- **Delmond, A.R.** (2025). *Introduction to Agricultural Sales* (2nd ed.). Kendall Hunt Publishing Company.
- **Delmond, A.R.** (2023). *Introduction to Agricultural Sales* (1st ed.). Kendall Hunt Publishing Company.

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