**KOFI BRITWUM**

5782 Winlsow Hall Phone: (302) 765-7489

School of Economics Email: kofi.britwum@maine.edu

University of Maine

**RESEARCH INTERESTS**

Consumer Behavior & Economics, Agribusiness Marketing, Food Safety, Food Labeling, Information framing.

**EDUCATION**

**Doctor of Philosophy,** Agricultural Economics August 2017

University of Nebraska-Lincoln

Dissertation: *Essays on* *Consumer Preferences towards*

*New Technologies for Food Safety Interventions.*

**Graduate Certificate in Business Analytics** December 2016

University of Nebraska-Lincoln

**Master of Science**, Agricultural & Resource Economics August 2013

University of Delaware

Thesis: *Consumer Willingness to Accept Milk from Cloned*

*Cows – A Field Experiment.*

**Bachelor of Science**,Agricultural Economics May 2006

Kwame Nkrumah University of Science and Technology, Ghana

**ACADEMIC AND PROFESSIONAL EXPERIENCE**

**Post-Doctoral Research Associate**, University of Maine, October 2017 –

**Graduate Teaching Assistant,** University of Nebraska-Lincoln, August – December 2016.

Instructor for AECN 896, Econometrics lab sessions.

**Graduate Research Assistant,** University of Nebraska-Lincoln, August 2013 – 2017.

**Graduate Research Assistant,** University of Delaware, August 2011 – August 2013.

**Banking Officer**, Prudential Bank Limited, Accra Ghana. April 2008 – August 2011.

**GRANT ACTIVITY**

Nebraska Agricultural Experiment Station and the U.S Meat Animal Research Center (Role: Co-PI), “Understanding Attitudes towards Antimicrobial Risk-Reducing Practices”, with Kathleen Brooks, Amalia Yiannaka, and Christopher Gustafson, ($120,000) September 2017-2019.

**PUBLICATIONS AND MANUSCRIPTS IN PROGRESS**

Britwum, K. and J. C. Bernard. A Field Experiment on Consumer Willingness to Accept Milk That May Have Come From Cloned Cows. *Food Policy* (Forthcoming, 2018)

***Manuscripts***

* Labeling Food Safety Interventions, To Inform or Not to Inform? (with Amalia Yiannaka) *In review*
* Consumer Willingness to Pay for Beef Safety Interventions: The Role of Message Framing and Issue Involvement (with Amalia Yiannaka). *Submitted*
* Shaping Food Safety Perceptions: The Role of Message Framing and Involvement (with Amalia Yiannaka). *In preparation*
* Public Perceptions of Genetically Engineered Nutraceuticals (with Amalia Yiannaka and Karoline Kastanek). *In preparation*

***Extension Publication***

Britwum, K., and A. Yiannaka. 2015. “Consumer Willingness to Pay for Food Safety Interventions: The Role of Message Framing and Involvement Elicitation.” *Cornhusker Economics,* Department of Agricultural Economics, University of Nebraska-Lincoln, February 11, 2015.

Britwum, K., and A. Yiannaka. 2016. “Risk Perceptions and Food Safety Enhancing Technologies – Does Information Matter”? *Cornhusker Economics*, Department of Agricultural Economics, University of Nebraska-Lincoln, February 24, 2016.

Britwum, K., and A. Yiannaka. 2016. “Public Perceptions of Genetically Engineered Nutraceuticals”. *Cornhusker Economics*, Department of Agricultural Economics, University of Nebraska-Lincoln, November 2, 2016.

Britwum, K., and A. Yiannaka. 2017. “Is Less More in Food Safety Information Provision?” *Cornhusker Economics*, Department of Agricultural Economics, University of Nebraska-Lincoln, October 11, 2016.

**TEACHING EXPERIENCE**

Instructor, AECN 896: Master’s level Econometrics lab sessions.

Guest Lectures:

* AECN 316: Agribusiness Management, on August 25, 2016 for Dr. Kathleen Brooks. *Economics for Agribusiness Managers*
* AECN 812: Orientation for Research, on September 28, 2016 for Dr. Azzeddine Azzam. *Consumer Willingness to Pay for Beef Safety Interventions: The Role of Message Framings*
* AECN 425: Agricultural Marketing in a Multinational Environment, on November 15, 2016 for Dr. Amalia Yiannaka. *Market Research: Understanding Consumer Preferences and Willingness to Pay.*
* AECN 225: Agribusiness Entrepreneurship in Food Products Marketing, on February 3, 2017 for Dr. Kathleen Brooks. *Understanding Consumer Preferences and Valuation in Market Research.*

**AWARDS**

* 2016/2017 Tomek Outstanding Ph.D. Student; In Recognition of Outstanding Performance as Ph.D. student in the Department of Agricultural Economics, University of Nebraska-Lincoln.
* 2017 Best Graduate Student Representative; University of Nebraska-Lincoln’s Graduate Student Assembly.
* Agricultural and Applied Economics Association (AAEA) Early Career Professionals & Graduate Students Travel Grant, July 2016.
* Northeastern Agricultural & Resource Economics Association (NAREA) Travel scholarship, June 2016.
* Larrick and Whitmore Graduate Student Travel Grant, February 2016.
* DAAD (German Academic Exchange Service) scholarship, Germany, August 2007.

**CONFERENCE PRESENTATIONS**

Britwum, K., and J.C. Bernard, “A Field Experiment on Consumer Willingness to Accept Milk from Cloned Cows.” Northeastern Agricultural and Resource Economics Association Annual Meeting, Ithaca, NY, 2013.

Britwum, K., and J.C. Bernard, “A Field Experiment on Consumer Willingness to Accept Milk from Cloned Cows.” Agricultural and Applied Economics Association Annual Meeting (poster presentation), Washington, DC, 2013.

Britwum, K., and A. Yiannaka, “Changing Food Safety Risk Perceptions: The Influence of Message Framing & Media Food Safety Information.” Southern Agricultural Economics Association Meeting, San Antonio, TX, 2016.

Britwum, K. and A. Yiannaka “Consumer Attitudes and Willingness to Pay for Beef Food Safety Enhancing Interventions.” Transformative Food Technologies to Enhance Sustainability in the FEWS Nexus Workshop, (poster presentation), Lincoln, NE 2016.

Britwum, K., and A. Yiannaka, “Consumer Willingness to Pay for Beef Safety Interventions: The Role of Message Framing and Involvement.” Northeastern Agricultural and Resource Economics Association Annual Meeting, Bar Harbor, ME, 2016.

Britwum, K., and A. Yiannaka, “Can Genetically Engineered Nutraceuticals Win Back Skeptical Consumers” Missouri Valley Economics Association Annual Meeting, St. Louis, MO, 2016.

Britwum, K., and A. Yiannaka, “Consumer Willingness to Pay for Beef Safety Interventions: The Role of Message Framings and Involvement” Agricultural and Applied Economics Association Annual Meeting, Boston MA, 2016.

Britwum, K., and A. Yiannaka, “Labeling Food Safety Interventions, To Inform or Not to Inform?” Agricultural and Agricultural Economics Association Annual Meeting, Chicago IL, 2017.

Britwum, K., “Easing the Ivory Trade Ban: Are there Implications for Legal Ivory Trade?” Agricultural and Applied Economics Association Annual Meeting, (poster presentation) Chicago IL, 2017.

**PROFESSIONAL SERVICE**

* Moderator, Food and Agricultural Marketing Lightning Session, Agricultural and Applied Economics Association Annual Meeting, Boston, MA, 2016.
* Discussant, Health Economics Session, Missouri Valley Economic Association Annual Meeting, St. Louis, MO, 2016.
* Co-chair, Graduate Travel Awards Program, Graduate Student Assembly, University of Nebraska-Lincoln, 2016/2017 academic year.
* Secretary/Treasurer, Agricultural Economics Graduate Student Association, University of Nebraska-Lincoln, 2014/2015 academic year.
* East Campus Representative, Graduate Student Assembly, University of Nebraska-Lincoln 2014/2015 & 2015/2016 academic years.
* Leader, Inter-Grad Student Fellowship Group, University of Delaware.

**PROFESSIONAL MEMBERSHIP**

* Agricultural and Applied Economics Association
* Northeastern Agricultural and Resource Economics Association
* WesternAgricultural Economics Association
* Southern Agricultural Economics Association