

Neal H. Hooker

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Education

- Ph.D. 1997 Resource Economics, University of Massachusetts, Amherst, MA, U.S.A.
M.A. 1992 Economics, University of British Columbia, Vancouver, B.C., Canada
B.A. (Hons) 1988 Economics, University of Essex, Colchester, Essex, U.K.

Research, Extension, and Teaching Interests

Agribusiness Management and Marketing, Food Safety and Nutrition Economics, E-Agribusiness, Agri-Food Policy and International Trade

Research and Teaching Experience

2000-Present Assistant Professor. Dept. of Agricultural, Environmental, and Development Economics, The Ohio State University

Previous

- 1999-2000 Assistant Professor. Dept. of Agricultural and Resource Economics, Colorado State University
1999-2000 Adjunct Assistant Professor. Dept. of Agricultural Economics, Texas A&M University
1997-1999 Postdoctoral Research Associate. Center for Food Safety, Texas A&M University
1997-1999 Postdoctoral Research Associate. Dept. of Resource Economics, University of Massachusetts

Publications (last 5 years)

1. **Hooker, Neal H.**, Ratapol Teratanavat and Victoria Salin. Crisis Management Effectiveness Indicators for U.S. Meat and Poultry Recalls. Forthcoming in *Food Policy*. 29 pp
2. Teratanavat, Ratapol, Victoria Salin and **Neal H. Hooker**. Recall Event Timing: Measures of Managerial Performance in U.S. Meat and Poultry Plants. Forthcoming in *Agribusiness: An International Journal*. 42 pp
3. Fouayzi, Hassan, Julie A. Caswell and **Neal H. Hooker**. Motivations of Fresh-Cut Produce Firms to Implement Quality Management Systems. Forthcoming in *Review of Agricultural Economics*. 25 pp
4. Lim, Heejin, Julia Heilig, Stan Ernst, Richard Widdows, and **Neal H. Hooker**. 2004. Tracking the Evolution of E-Grocers: A Quantitative Assessment. *Journal of Food Distribution Research*. 35(2): pp. 66-82
5. Teratanavat, Ratapol and **Neal H. Hooker**. 2004. Understanding the Characteristics of U.S. Meat and Poultry Recalls: 1994-2002. *Food Control*. 15(5): pp. 359-367
6. Rha, Jong-Youn, Richard Widdows, **Neal H. Hooker**, and Catherine P. Montalto. 2002. E-Consumerism as a Tool for Empowerment. *Journal of Consumer Education*. 19/20: pp. 61-69

7. Wang, Zijun, Victoria Salin, **Neal H. Hooker**, and David Leatham. 2002. Stock Market Reaction to Food Recalls: A GARCH Application. *Applied Economics Letters*. 9(15): pp. 979-987
8. **Hooker, Neal H.**, Jong-Youn Rha, Stan Ernst and Richard Widdows. 2002. Policy Concerns for Online B2B Exchanges. *Journal of Food Distribution Research*. 33(1): pp. 1-6
9. **Hooker, Neal H.**, Rodolfo M. Nayga Jr., and John W. Siebert. 2002. On the Impact of HACCP on Costs and Product Exit. *Journal of Agricultural and Applied Economics*. 34(1): pp. 165-174
10. Henson, Spencer and **Neal H. Hooker**. 2001. Private Sector Management of Food Safety: Public Regulation and the Role of Private Controls. In special issue of *The International Food and Agribusiness Management Review*. Private Sector Management of Food Safety. 4(1): pp. 7-17
11. Rha, Jong-Youn, Julia Heilig, Stan Ernst, Richard Widdows, Curtis Haugtvedt, and **Neal H. Hooker**. 2001. Product and Firm Quality Signaling in E-Business: Interstices for Smaller Businesses. In special E-Commerce issue of *Journal of Business and Entrepreneurship*. 13(October): pp. 57-70
12. Salin, Victoria and **Neal H. Hooker**. 2001. Stock Market Reaction to Food Recalls. *Review of Agricultural Economics*. 23(1): pp. 33-46
13. Capmany, Carlos, **Neal H. Hooker**, Teofilo Ozuna Jr., and Aad van Tilburg. 2000. ISO 9000 - A Marketing Tool for U.S. Agribusiness. *The International Food and Agribusiness Management Review*. 3(1): pp. 41-53
14. **Hooker, Neal H.** and Elsa A. Murano. 2000. Interdisciplinary Approaches to Food Safety Research: Opportunities for Partnership. *Journal of Food Distribution Research*. 31(1): pp. 39-46

Book Chapters

15. **Hooker, Neal H.** and Brian Roe. 2002. The Role of Food Safety Systems in Cattle Marketing. In *Managing for Today's Cattle Market and Beyond*. 2nd Edition. Available online: http://www.ag.arizona.edu/arec/wemc/cattlemarket/CattleMarketing&Food_Safety.pdf
16. Markarian, Vartguess, **Neal H. Hooker**, Elsa A. Murano, Gary R. Acuff, and Stephen Carroll. 2001. Comparative Costs of Pathogen Reduction Strategies for Australian Beef Slaughter Plants. In *Interdisciplinary Food Safety Research*. Eds. **Neal H. Hooker** and Elsa A. Murano. CRC Press, Boca Raton, FL. pp. 25-41
17. Murano, Elsa A. and **Neal H. Hooker**. 2001. Lessons Learned, Current Trends, and Future Needs. In *Interdisciplinary Food Safety Research*. Eds. **Neal H. Hooker** and Elsa A. Murano. CRC Press, Boca Raton, FL. pp. 205-210
18. **Hooker, Neal H.** 2000b. Measuring the Costs and Benefits of Interventions at Different Points in the Production Process: Lessons, Questions, and Comments. In *The Economics of HACCP: New Studies of Costs and Benefits*. Ed. Laurian J. Unnevehr, Eagen Press, St. Paul, MN: pp. 69-79

Editing

19. **Hooker, Neal H.** and Spencer Henson. (Eds.) 2001. Special issue of *The International Food and Agribusiness Management Review*. Private Sector Management of Food Safety. 4(1)
20. **Hooker, Neal H.** and Elsa A. Murano. (Eds.) 2001. *Interdisciplinary Food Safety Research*. CRC Press, Boca Raton, FL

Committee Reports

21. Institute of Medicine / National Research Council - National Academies of Sciences. 2003. *Scientific Criteria to Ensure Safe Food*. The National Academies Press, Washington, D.C. Also available online: <http://www.nap.edu/catalog/10690.html>

Working Papers

22. **Hooker, Neal H.**, John C. Foltz and William C. Bailey. 2004a. Summary Results: Survey on the Role and Mission of The Australia New Zealand Food Authority (ANZFA). AEDE-RP-0041-04. 18 pp
23. Cho, Bo-Hyun and **Neal H. Hooker**. 2004b. The Opportunity Cost of Food Safety Regulation - An Output Directional Distance Function Approach. Working paper AEDE-WP-0038-04. Available online: <http://aede.osu.edu/resources/docs/pdf/G600LKGM-43CE-4MJI-3HRPG33ZNTA4UBDS.pdf> 21 pp
24. Cho, Bo-Hyun and **Neal H. Hooker**. 2004a. Selection of Food Safety Standards. Working paper AEDE-WP-0036-04. Available online: <http://aede.osu.edu/resources/docs/pdf/K6ZPBTMU-EDBA-AN2Y-GOMD6SXL0R8N8PHM.pdf> 18 pp
25. Teratanavat, Ratapol, **Neal H. Hooker** and Victoria Salin. 2002a. An Examination of Meat and Poultry Recall Effectiveness. Working paper AEDE-WP-0027-02. Available online: <http://aede.osu.edu/resources/docs/pdf/340A76B4-14D7-448B-B4BC36D1847B8CD9.pdf> 30 pp
26. Cho, Bo-Hyun and **Neal H. Hooker**. 2002c. A Note on Three Qualities: Search, Experience and Credence Attributes. Working paper AEDE-WP-0027-02. Available online: <http://aede.osu.edu/resources/docs/pdf/CC8A1957-93C9-42AF-AE91E1288DD1EEED.pdf> 20 pp
27. Salin, Victoria, **Neal H. Hooker** and Ratapol Teratanavat. 2002. Survival Analysis of U.S. Meat and Poultry Recalls 1994-2001. Dept. of Agricultural Economics, Texas A&M Uni. Faculty Paper FP 02-3. Available online: <http://agecon.tamu.edu/publications/fp02-3.pdf> 40 pp
28. **Hooker, Neal H.** 2001h. Food Safety in the 2002 Farm Bill. Working paper AEDE-WP-0021-01. Available online: <http://aede.osu.edu/resources/docs/pdf/A329A5D0-627F-4DF2-BEC862707E52D808.pdf> 24 pp

Professional Activities

Classes Taught

Undergraduate

Managerial Economics for Agribusiness
 Principles of Agribusiness Marketing

 Principles of Agribusiness Management
 Individual Studies in E-Grocery (co-taught)
 (CSU) Agricultural Marketing

Graduate

Individual Studies in E-Agribusiness (co-taught)
 Agricultural Firm Management (co-taught)
 Field Survey in AED Economics - Ph.D. Seminar
 (CIHEAM) Food Policy
 (CSU) Agricultural Policy (co-taught)