

Consumer preference on eco-friendly agricultural products

-A mixed logit model analysis using scanner panel data-

Kiyokazu Ujiie

Faculty of Life and Environmental Sciences, University of Tsukuba

Ujiie Kiyokazu is an Associate Professor in Associate Professor in Faculty of Life and Environmental Sciences at University of Tsukuba since 2014. His research interests are focused on food consumption, food policy and experimental and behavioral economics. His current research includes empirical food consumption issues such as consumer preferences for Eco-friendly label, fair trade, country of origin, food safety etc..Dr. Ujiie received his Ph.D from University of Tsukuba in 2005. Prior to joining University of Tsukuba in 2009, he was Assistant Professor in Graduate School of Agricultural and Life Sciences at The University of Tokyo (2006-2009) and Research Associate in Graduate School of Policy Studies in National Graduate Institute for Policy Studies (2005-2006). He is an editorial board member of The Agricultural Economics Society of Japan since 2017.