

Xiao Meng

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CITIZENSHIP	P.R. China	
EDUCATION	Ph.D. Agricultural Economics, Pennsylvania State University, May 2013 <i>Dissertation Title: Strategic marketing behavior of private label and organic product firms: a case study of the pre-packaged salad sector</i> <i>Thesis Advisor:</i> Professor Edward Jaenicke M.A. Management, Capital University of Economics and Business, June 2005 B.A. Management, Capital University of Economics and Business, June 2002	
RESEARCH INTERESTS	Agricultural Economics, Industrial Organization, Applied Econometrics	
EMPLOYMENT	2016 – present Lecture, Department of Finance and Economics, Texas State University	
WORKING PAPERS	<ol style="list-style-type: none">1. “Demand for Differentiated Private Label Organic Products: A Case Study of U.S. Pre-Packaged Salad Market,” joint with Edward Jaenicke, 20122. “A Structural Approach To Identify The Marketing Behavior of Private Label and Organic Product Firms: A Case Study of U.S. Pre-Packaged Salad Sector,” joint with Edward Jaenicke, 20123. “Household–Level Welfare Change of Private Label Organic Pre-Packaged Salad Introduction,” joint with Edward Jaenicke, 20124. “Investors Relation Management: In a View of Principal–Agent Model and Cases Approach,” Master Thesis, 2005	
TEACHING AND OTHER RESEARCH ACTIVITY	2002–2003, Fall: Instructor of Microeconomics (undergraduate level) at Peking University, Continuing Education Program at Changping, China 2006–2011: Research assistant for Stephan Goetz and Edward Jaenicke at Pennsylvania State University	
PUBLICATION (IN CHINESE)	<ol style="list-style-type: none">1. Property Structure and Incentive Analysis of Small Family Business, Research on Economics and Management, Vol.3, 20042. Corporate Governance in China, Peking Social Science Information, Vol.4, 2004	