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EDUCATION

- 2011-2015 PhD in Applied and Behavioral Health Economics, Dyson School of Applied Economics and Management Department, Cornell University, NY
- 2006-2007 MS in Agricultural Economics, Dyson School of Applied Economics and Management Department, Cornell University, NY
- 2001-2005 BE in Economics, Chulalongkorn University, Thailand

PROFESSIONAL APPOINTMENT

Current

- 2015- *Assistant Professor*, Department of Public Health, California State University, Fullerton, Fullerton CA

Past

- 2014-2015 *Project Team Leader*, Student Multidisciplinary Applied Research Team (SMART), Cornell University, Ithaca, NY
- 2012-2015 *Student Supervisor*, Stone Computing Center, Albert R. Mann Library, Cornell University, Ithaca NY
- 2011-2015 *Teaching Assistant*, Charles H. Dyson School of Applied Economics and Management, Cornell University, Ithaca NY
- 2008-2011 *Agricultural Marketing Researcher*, Cooperative Promotion Department, Ministry of Agriculture and Cooperatives, Bangkok Thailand

HONORS AND AWARDS

- 2015 Graduate Conference Grant Award
Cornell University, Ithaca NY
- 2014 G.F.Warren Award (Outstanding Research)
Cornell University, Ithaca NY
- 2011 Cornell Graduate Fellowship
Cornell University, Ithaca NY
- 2010 Government of India Scholarship, India
- 2009 Outstanding Master's Thesis Award of Northeastern Agricultural and
Resource Economics Association, USA
- 2009 Best Quality Research Award
Cooperative Promotion Department Ministry of Agriculture and
Cooperatives, Bangkok Thailand
- 2008 G.F.Warren Award (Outstanding Research)
Cornell University, Ithaca NY
- 2007 NAREA Travel Grant Award, USA
- 2006 Royal Thai Government Scholarship, Thailand

Teaching and Advising Activities

Courses Taught

- 2018- *Course Instructor*, Department of Public Health; California State University, Fullerton, Fullerton, CA
HESC 508 – Statistical Methods in Health Science
- 2018 *Course Instructor*, Department of Health Science; California State University, Fullerton, Fullerton, CA
HESC 471 – Obesity, Policy and Hispanic Communities
- 2015- *Course Instructor*, Department of Health Science; California State University, Fullerton, Fullerton, CA
HESC 349 – Measurement and Statistics in Health Science
- 2011- *Teaching Assistant*, Charles H. Dyson School of Applied Economics and
2015 Management, Cornell University, Ithaca NY
AEM4150 – Price Analysis
ECON450 – Resource Economics
AEM4580 – The Economics and Psychology of Sustainable Business
AEM4300 – International Trade Policy
AEM4290 – International Finance

Advising Public Health and MPH Students

Dates	Student	Project	Role
S 2019	Makesh Jayasankar	Is Sugar the Most Important in Children’s Snack Choices? Evidence from	Mentor, Independent

	(MPH student)	Preference-Rank Analysis (<i>This project was sponsored by 2018/2019 RSCA Grant</i>)	research (HESC597)
S 2019	Duke Choi (MPH student)	Are Children Aware of the Healthiness in Their Snack Choices? Evidence from Preference-Rank Analysis (<i>This project was sponsored by 2018/2019 RSCA Grant</i>)	Mentor, Independent research (HESC597)
S 2019	Kristie Nguyen (MPH Student)	Does parental nutrition knowledge translate to healthy snack choices for their children at home? (<i>This project was sponsored by 2019 RSP Grant & 2016/2017 Jr/Sr Intramural Grant</i>)	Mentor, Independent research (HESC597)
F 2018	Gaganpreet Sahota (MPH student)	Data management and Analysis of Latino Health Access (LHA) (<i>The project is of Latino Health Access Technical Assistance Program.</i>)	Mentor, Independent research (HESC599)
S 2018	Paola Clavijo Salomon (MPH student)	Reducing Risk Factors for Breast Cancer Among Cambodians: Evidence From the Change Club Program (<i>The project is of The Cambodian Family Center Technical Assistance Program.</i>)	MPH Project Chair (HESC 597)
S 2018	Francis Nepomuceno (MPH student)	Access to Breast Health Services among Cambodian Women (<i>The project is part of The Cambodian Family Center Technical Assistance Program</i>)	Mentor, Independent research (HESC 599)
F 2016- S 2017	Emma Navajas (Undergraduate student)	The association between types of soda consumption and the overall diet quality: Evidence from What We Eat In America Survey Data (<i>This project was sponsored by BD3-REAP project and published in Californian Journal of Health Promotion.</i>)	Mentor, Independent research (HESC 499)

Factors Associated with Vending Machine Snacks Choices in Young Adults (*This project was sponsored by 2016/17 Jr/Sr Intramural Grant*)

F 2016- S 2017	Jennifer Que (Undergraduate student)	The Mean Differences in the Percentage of Added Sugar Intakes Among Different Types of Carbonated Beverage Drinkers by Weight Categories <i>(This project was part of BD3-REAP project)</i>	Mentor, Independent research (HESC 499)
F 2016- S 2017	Michael Guzman (Undergraduate student)	The Proportion Distribution Among Different Types of Carbonated Beverage Drinkers between Hispanic and Non-Hispanic Groups by Weight Categories <i>(This project was part of BD3-REAP project)</i>	Mentor, Independent research (HESC 499)
S 2016- S 2017	Siena Morgan (Undergraduate student)	The Effect of Gain Framed Messages of Irrelevant Nutrition Claims on College Students' Vending Snack Decision <i>(This project was sponsored by 2016/2017 Jr/Sr Intramural Grant)</i>	Mentor, Independent research (HESC 499)
S 2016- S 2017	Ryan Ebrahim (MPH student)	The Effect of New Nutrition Facts Labels On College Student Responses and Comprehension <i>(This project was sponsored by 2016/2017 Jr/Sr Intramural Grant)</i>	MPH Project Chair (HESC 599)
S 2016- S 2017	Jessica Nila (MPH student)	The Effect of Exercise Equivalent Labels on College Students' Vending Snack Decision. <i>(This project was sponsored by 2016/2017 Jr/Sr Intramural Grant)</i>	MPH Project Chair (HESC 599)
S 2016- S 2017	Ivana Cheng	The Impact of Irrelevant Nutrition Claims Labels on Vending Machine Snack	MPH Project Chair

(MPH student) Packages on College Students' Perception (HESC 599)
(This project was sponsored by 2016/2017
Jr/Sr Intramural Grant)

Student Research Presentation/Awards

- 2019 Makesh Jayasankar presented a project poster” at Student Creative Activities and Research Day (SCAR).
- 2019 Duke Choi presented a project poster” at Student Creative Activities and Research Day (SCAR).
- 2018 Paola Clavijo presented a project poster and received 2018 Outstanding Poster/Exhibit Award at Student Creative Activities and Research Day (SCAR).
- 2018 Francis Nepomuceno presented a project poster” at Student Creative Activities and Research Day (SCAR).
- 2017 Emma Navajas presented a project poster at Southern California Conference For Undergraduate Research (SCCUR) at Cal Poly Pomona.
- 2017 Emma Navajas presented a project poster at CA BD2K Conference at Huntington Beach, CA in September 2017.
- 2017 Jennifer Que presented a project poster at CA BD2K Conference at Huntington Beach, CA in September 2017.
- 2017 Emma Navajas (Co-presenter with Pimbucha Rusmevichientong) presented a poster “Which Factors and Nutritional Ingredients Influence College Students’ Snack Choices? An Evidence from Discrete Choice Experiments” at Experimental Biology Conference in April 2017.
- 2017 Ryan Ebrahim presented a project poster at Student Creative Activities and Research Day (SCAR).
- 2017 Jessica Nila presented a project poster at Student Creative Activities and Research Day (SCAR).

2017 Ivana Cheng presented a project poster at Student Creative Activities and Research Day (SCAR).

2016-2017 Emma Navajas presented an oral presentation “Which Factors and Nutritional Ingredients Influence College Students’ Snack Choices? An Evidence from Discrete Choice Experiments” at 2017 Student Creative Activities and Research Day (SCAR) and 2016 Southern California Conference For Undergraduate Research (SCCUR) in November 2016.

2016-2017 Siena Morgan presented an oral presentation at 2017 Student Creative Activities and Research Day (SCAR) and 2016 Southern California Conference For Undergraduate Research (SCCUR) in November 2016.

Advising : Academic Achievement Programs

Dates	Student	Program	Role
F 2018	Kimberly Hardaway (Undergraduate student)	Ronald E. McNair Post Baccalaureate Achievement Program	Mentor

Advising : Academic Assistance Programs

Dates	Student	Program	Role
F 2017	Guadalupe Maldonado (Undergraduate student)	Supplemental Instruction (SI) for HESC 349	Mentor
F 2017	Morgan Bibee (Undergraduate student)	Supplemental Instruction (SI) for HESC 349	Mentor
S 2017	Ejike Anusiem (Undergraduate student)	Supplemental Instruction (SI) for HESC 349	Mentor
S 2016 - F 2017	Jennifer Que	Supplemental Instruction (SI) for HESC 349	Mentor

(Undergraduate student)

Teaching Faculty Development (FDC)

2019 *Claremont University, CA* ; Claremont Evaluation Center Workshop
Participated in five workshops : Mixed Methods in Evaluation, Applications of Correlation and Multiple Regression : Mediation , Moderation and More, Quasi-Experimental Design, Survey Research Methods, Introduction to Grant Writing

2015-2019 *California State University, Fullerton, Fullerton CA* ; Faculty Development Center
Participated in more than four trainings or workshops. Topics are included New Faculty Orientation, Your Teaching and the RTP process, Keys to Balancing Your Scholarship & Teaching (IMPACT), Creating Online Communities with TITANium, SOQs :You: Making the best Use of Your Student Opinion Data, Camtasia Workshop,
Claremont Evaluation Center Online Workshop (August 2019) : Mixed Methods in Evaluation, applications for Correlation and Multiple Regression : Mediation, Moderation and More, Quasi-Experimental Design, Survey Research Methods, Introduction to Grant Writing

Teaching and Training Awards

2018 Outstanding Mentorship of McNair Scholar
Ronald E McNair Post-Baccalaureate Achievement Program, California State University, Fullerton, Fullerton CA

Scholarly and Creative Activities

Peer-Review Publication (*with students)

Rusmevichientong, P., & Jaynes, J., (2019). *Understanding influencing factors of snack preferences among underrepresented middle school students: Evidence from a Discrete Choice Experiment* (Manuscript in Preparation)

Rusmevichientong, P., Jaynes, J., & Kazemi, S. (2019). Which Factors and Nutritional Ingredients Influence College Students' Snack Choices? An Evidence from Discrete Choice Experiments. *Journal of American College Health*, 67(7), 1-8.

<https://doi.org/10.1080/07448481.2018.1538149>

Rusmevichientong, P., Mitra, S., McEligot, A.J.,*Navajas, E. (2018). The Association between Types of Soda Consumption and Overall Diet Quality: Evidence from National Health and Nutrition Examination Survey (NHANES). *Californian Journal of Health Promotion*, 16(1), 24-35.

Streletskaya, N.A., Amatyakul, W., Kaiser, H.M., Rusmevichientong, P. & Liaukonyte, J. (2015). Menu-Labeling Formats and Their Impact on Dietary Quality. *Agribusiness: an International Journal*, 32(2), 1-15.

Rusmevichientong, P., Streletskaya, N.A., Amatyakul, W., & Kaiser, H.M. (2014). The Impact of Food Advertisements on Changing Eating Behaviors: An Experimental Study. *Food Policy*,44,59-67.

Streletskaya, N.A., Rusmevichientong, P., Amatyakul, W., & Kaiser, H.M. (2013). Taxes, Subsidies, and Advertising Efficacy in Changing Eating Behaviors: An Experimental Study. *Applied Economic Perspectives and Policy*, 1-29.

Rusmevichientong, P. & Kaiser, H.M. (2011). Are There Halo Effects of US Grain Export Promotion?. *Applied Economics*, 43,1435-1446.

Rusmevichientong, P. & Kaiser, H.M. (2007). An Economic Analysis of U.S. Rice Export Promotion Programs. *Agricultural and Resource Economics Review*, 36, 357.

Peer-Reviewed Conference Papers, Presentations, Abstracts, and Posters (* with student)

Ebrahim, R.* & Rusmevichientong, P (Sept 2017). *The Effect of New Nutrition Facts Labels on College Student Responses and Comprehension*. Journal of the Academy of Nutrition and Dietetics, Abstract Volume 117 (9) (poster session).

Rusmevichientong, P., *Navajas, E., *Que, J., *Guzman, M., McElliot, A., & Sinjini, M. (2017). *Factors Associated with Vending Machine Snacks Choices in Young Adults*. Experimental Biology Conference, Chicago, IL, April 22-26, 2017 (poster).

Rusmevichientong, P., Gomez, M.I., Ranney, C., & Kaiser, H.M. (2016). *Food Stamps, Food Insufficiency, and Health of the Elderly*. Agricultural and Applied Economics Association (AAEA) Annual Meeting, Boston, MA, July 31-August 2, 2016 (poster).

Rusmevichientong, P., Gomez, M.I., Ranney, C., & Kaiser, H.M. (2015, July). *Food Stamps, Food Insufficiency, and Health of the Elderly*. 2015 iHEA (International Health Economics Association) Congress Conference, Milan, Italy.

Rusmevichientong, P., Gomez, M.I., Ranney, C., & Kaiser, H.M. (2015, March). *Food Stamps, Food Insufficiency, and Health of the Elderly*. Paper presented at the 7th Annual Cornell Sociological Symposium, The Sociology Graduate Student Association, Cornell University, Ithaca, NY.

Kaiser, H.M. & Rusmevichientong, P. (2008, March). *Halo Effects of US Export Grain Promotion Programs*. Paper presented at Research Committee on Commodity Promotion (NEC-63) Spring Meeting, Hilton Head Island, SC.

Rusmevichientong, P., & Kaiser, H.M. (2007, September). *An Economic Analysis of U.S Rice Export Promotion Programs*. Paper presented at Research Committee on Commodity Promotion (NEC-63) Fall Meeting, Vancouver, Canada.

Rusmevichientong, P., & Kaiser, H.M. (2007). *An Economic Analysis of U.S. Rice Export Promotion Programs*. Paper presented at Northeastern Agricultural and Resource Economics Association, in Rehoboth Beach, DL.

Non-Peer-Reviewed Publication (* with student)

Rusmevichientong, P., Albornoz, R.*, Chen, S.*, Lin, J.*, Kudilok, K., Suchato, R. (2018). RiverPro's Environmentally-Friendly Paper: Growing Through Sustainability.

Case Studies of Asian Agribusiness: Growth, Marketing, and Upgrading Strategies.
Market Matters Inc.

Rusmevichientong, P. (2016, September 7). How soda taxes affect consumer consumption?. *Living Textbook, The Orange County Register*. Retrieved from <http://www.ocregister.com/articles/tax-728222-soda-sales.html>.

Manuscripts in Preparation for Submission (* with student)

Rusmevichientong, P., *Nila, J., *Cheng, I., *Ebrahim, R (2019) Calories burned off vs calories taken in : The effect of vending snack labelling in changing consumer purchase intention

Rusmevichientong, P. (2019). *Dietary salt-related knowledge, attitude, behaviors, and hypertension in a rural Northern Thai population*

Rusmevichientong, P., *Nila, J., *Cheng, I., *Ebrahim, R (2019). *How do new Nutrition Fact labeling designs affect consumer attention and unintended consequences of purchase intentions? : An evidence from an experimental study among college students*

Rusmevichientong, P., Jaynes, J., & *Nguyen, K (2019). *Does parental nutrition knowledge translate to healthy snack choices for their children at home?*

Research Grant Support

Awarded Intramural Grant

April 2019- Junior/Senior Intramural Grant
\$5000 funded by The Auxiliary Services Corporation (ASC), California State University Fullerton, Fullerton, CA
Does parental nutrition knowledge translate to healthy snack choices for their children at home?
Role: PI

Jan 2018- Research, Scholarship, and Creative Activity (RSCA) Grant
\$15,000 funded by California State University Fullerton, Fullerton CA
Understanding Snack Attribute, Nutritional Ingredients and Parental Factors that Influence Adolescents' Snack Choices: Evidence from Discrete Choice Experiments.
Role: PI

Dec 2017- Health and Human Development Research Support Program (HHD RSP)
Aug 2018 Grant
\$1500 funded by College of Health and Human Development, California
State University Fullerton, Fullerton CA, Project# 0355416
*What Factors and Nutritional Ingredients Influence Children's Snack
Choices?*
Role: PI

Apr 2016- Junior/Senior Intramural Grant
Dec 2017 \$5000 funded by The Auxiliary Services Corporation (ASC), California
State University Fullerton, Fullerton, CA
*Understanding how nutrition/food labeling of snacks found in vending ma-
chines effects college students' purchasing decisions*
Role: PI

Awarded Extramural Grant

Sep 2016- NIH-R25 Grant (McEligot, Archana : PI)
Aug 2017 \$1,000,000 funded by National Institutes of Health (NIH)
*Big Data Discovery and Diversity through Research Education Ad-
vancement and Partnerships (BD3-REAP).*
Role : Co-Investigator

Submitted but not awarded- Extramural Grant

Jul 2018 *Tailoring Snack Choices to Improve Out-of-School Equitable
Accessibility for Hispanic/Latino Families in Providing Children
Healthier Snacks.* Submitted to
Healthy Eating Research : Building Evidence to Promote Health and
Well-Being Among Children 2018 (HER), Robert Wood Johnson
Foundation (RWJF) for \$200,000
Role : PI

Research Outreach and Collaboration

2019 S.N.A.C.K Project with Hill Elementary School, Garden Grove Unified
School District (GGUSD), Garden Grove CA

2018 S.N.A.C.K Project with Washington Middle School, La Habra City

School District (LHCSD), La Habra CA

Research Professional Development

2015-2018 California State University, Fullerton, Fullerton CA ; Faculty Development Center

Participated in more than four trainings or workshops. Topics are included Intramural Informational Workshop, The Inside Scoop on External Grants, Strengthen your Conference Presentations through Narrative, Delivery and Audience Connection, Writing and Article in 12 Weeks

Professional, University, and Community Services

Professional services

Memberships in Professional Organizations

2016-2017 CSUF Big Data Discovery and Diversity through Research Education
Advancement and Partnerships (BD3REAP) Faculty Academy

2015- American Society for Nutrition (ASN)
American Society of Health Economists (ASHEcon)
American Public Health Association (APHA)
International Health Economics Association (iHEA)
Agricultural and Applied Economics Association (AAEA)
American Economics Association (AEA)

Service to Peer-Reviewed Journals/Conferences

2019 - *Associate Editor*, California Journal of Health Promotion
Manuscript Reviewer, Journal of Racial and Ethnic Health Disparities
Abstract Reviewer, American Journal of Public Health

2017-2018 *Section Editor*, Healthy Eating Habits and Behaviors Section, California
Journal of Health Promotion
Manuscript Reviewer, California Journal of Health Promotion
Manuscript Reviewer, Current Development in Nutrition
Manuscript Reviewer, American Journal of Public Health

2016-2017 *Abstract Reviewer*, American Journal of Public Health
Manuscript Reviewer, American Journal of Preventive Medicine
Manuscript Reviewer, Nicotine & Tobacco Research

University Services

2019- *Member*, HHD College Research Committee
Guest lecturer, Statistics Bootcamp Session for Allied Health Academy Summer
Research Experience Program.
Member, Healthier Campus Initiative Committee

2018 *Advisory Member*, McNair Scholars Program
Guest Judge and Moderator, Student Creative Activities and Research Day
(SCAR)

Guest Judge (Juror), CSUF Student Research Competition
Participant, CSUF Kid2College Program

2016 *Co-Director, Center for the Promotion of Healthy Lifestyles and Obesity Prevention*
Member, CSUF Health Promotion Research Institute (HPRI)

Department of Public Health Service

2018- *Chair, MPH Comprehensive Exam Committee*
Member, Department of Public Health Undergraduate Assessment Committee
Member, Public Health Nutrition Concentration Committee
Minor guest lecture, HESC 540 Dr.Yang

2017- *Member, MPH Admission Committee*

2017-2018 *Faculty marshall, CSUF Commencement*

2016-2017 *Member, Department of Public Health Award and Event Planning*

2016- *Member, Department of Public Health Graduate Committee*
Member, Department of Public Health Undergraduate Committee

2015 *Minor guest lecture, HESC 500 Dr.Yang*

Community Service

2019- *Program and Project advisor, MHIRT (Minority Health and Health Disparities International Research Training Program)*
Principal Investigator, S.N.A.C.K Project with Hill Elementary School, Garden Grove Unified School District (GGUSD), Garden Grove CA

2018- *Principal Investigator, S.N.A.C.K Project with Washington Middle School, La Habra City School District (LHCSD), La Habra CA*

2018 *Technical Assistance Program Consultant, Latino Health Access, Santa Ana CA*

2017-2018 *Technical Assistance Program Consultant, The Cambodian Family Center, Santa Ana CA*