

LUIS EMILIO MORALES

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Ph. D. in Economics, University of New England, Australia; Master in Agricultural Economics, Catholic University of Chile; and Agricultural Engineer, Catholic University of Chile and Austral University. Work and research experience in Agro-food Markets and Chains, Consumer Preferences, Economic Policy Analysis, Applied Econometrics and Project Evaluation. Skills using statistical and econometric software. Mother language is Spanish, high level in communication in English and Portuguese.

EDUCATIONAL QUALIFICATIONS

- **Doctor of Philosophy in Economics** *2007 to 2011*
University of New England, Australia.
Research Topic: "Promoting Branded Products as Innovation in the Australian Beef Marketing System".
 - **Master of Science in Agricultural Economics** *2000 to 2003*
Catholic University of Chile.
Research Topic: "Analysis of the National Wheat Policy".
 - **Agricultural Engineer** *1997 to 1999*
Catholic University of Chile.
Research Topic: "Analysis of the Chilean Agricultural Policies and Their Alternatives Facing the Normative of the World Trade Organization (WTO)".
 - **Agricultural Engineer** *1993 to 1996*
Austral University, Chile. *1999 to 2000*
Research Topic: "Econometric Model in Wheat Supply Functions at Regional Level in Chile"
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SUMMARY OF WORK EXPERIENCE

- **Senior Lecturer and Lecturer in Agribusiness/Agr. Economics – Value Chains** *Since 2012*
University of New England (Full time job)
 - **Lecturer/Teaching Assistant** *2008 to 2012*
University of New England (Contract job)
 - **Business Projects Chief** *2005 to 2007*
SABIO Business Incubation Centre (Full time job)
 - **Seasonal Lecturer** *2004*
University of Chile (Contract job)
 - **Agricultural Policies Analyst** *2003 to 2004*
Food and Agriculture Organization of the United Nations (FAO) (Full time job)
 - **Agri-food Industry Analyst** *2002 to 2003*
Fundacion Chile (Part time job)
 - **Research Fellow** *2002 to 2003*
Los Andes University (Part time job)
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WORK EXPERIENCE

SENIOR LECTURER IN AGRIC. ECONOMICS – VALUE CHAINS	<i>Since Jan 2019</i> (Full time job)
LECTURER IN AGRIC. ECONOMICS – VALUE CHAINS	<i>Dec 2012 to Dec 2018</i> (Full time job)
LECTURER/TEACHING ASSISTANT	<i>July 2008 to Nov 2012</i> (Contract job)

UNIVERSITY OF NEW ENGLAND

The University of New England (UNE) combines the highest academic standards and industry valued qualifications with flexible modes of learning. It was the first Australian university established outside a capital city and it is internationally recognised as one of the great teaching and research universities with fundamental and applied research in different disciplines.

Activities Carried Out:

- Unit Coordination of ‘Value Chain Analysis’, ‘Economics for Management’, ‘Intermediate Microeconomics’, ‘Econometric Analysis of Financial Markets’, ‘Survey Methods for Business and Economics’, ‘Quantitative Techniques for Management’ and ‘Risk Management in Agribusiness’ at the UNE Business School. As unit coordinator, I have been in charge of preparation of unit materials, assignments and examination question papers, conducting lectures and tutorials, interaction with students on and off campus and marking assignments, exams and research projects for internal and external students.
- PhD and Master supervision, conduct research and delivery of workshops on value chain analysis, consumer preferences and price transmission.

BUSINESS PROJECTS CHIEF	<i>July 2005 to June 2007</i>
SABIO BUSINESS INCUBATION CENTRE	(Full time job)

The Agricultural and Biotechnology Business Incubation Centre (SABIO) was founded in 2005 by the Agricultural Science Faculty of the University of Chile, SNA (National Agriculture Association), FEDEFRUTA (Chilean Fruit Growers Association) and CORFO (Chilean Government Corporation to Promote Production) to develop innovative business in the agri-food and biotechnology fields.

Activities Carried Out:

- Analysis of innovative business projects in different agricultural markets and value chains, and coaching of entrepreneurs.
- Presentation of proposals before private and government groups to raise funds for the development of business projects.
- Evaluation of Business Plans, Market Analysis and Focus Groups documents. Technical and account supervision of business research projects.
- Supervision of the activities developed by the Business Projects Assistant.

AGRICULTURAL POLICIES ANALYST	<i>June 2003 to December 2004</i>
FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS (FAO)	(Full time job)

International institution founded in 1945, with the objective to decrease hunger, under nourishment and poverty in the world, giving technical assistance to developing countries.

Activities Carried Out:

- Research and preparation of documents, presentations and country briefs about economic and trade policies for different agricultural markets and value chains, rural development, food security and international technical cooperation.

- Analysis of reports about economic studies and evaluation of economic policies implemented in Latin American countries, indicating their estimated impact on different agricultural markets/chains.
- Assistance in designing and account analysis of Technical Cooperation Projects, focused on promoting agribusiness, development of value chains, trade and food supply in Latin America.
- Secretary of the group supervising activities in the Andean Community of Nations (CAN).

LECTURER

March to July 2004

UNIVERSITY OF CHILE

(Contract job)

University of Chile is one of the most important academic and research centres in Chile, composed by 19 faculties and 106 programmes and research centres. The Agricultural Science Faculty is one of the main centres of academic and research in the area of the National Resources and Agricultural Sciences in Chile.

Activities Carried Out:

- Lecturer in Economics at the Agricultural Science Faculty. This position included conducting lectures and preparation and marking of assignments and examination question papers.

AGRO-FOOD INDUSTRY ANALYST

November 2002 to May 2003

FUNDACION CHILE

(Part time job)

Private institution without profit objectives, founded in 1976 by the Chilean Government and the ITT Corporation of the United States, whose mission is to contribute to the innovation and technology transference with the aim to add economic value for Chile.

Activities Carried Out:

- Research in the Agro industrial Department in the Project: “Impact of the Economic Reforms in Food Security in Chile”, financed by FAO –Rome.
- Preparation of a technical and economic study about Aromatic Rice Exports.

RESEARCH FELLOW

November 2002 to May 2003

LOS ANDES UNIVERSITY

(Part time job)

Private University founded in 1990, which has more than twenty degrees, both under and post graduate level, whose mission is to develop professionals with high technical skills.

Activities Carried Out:

- Data Analysis in the research project titled: “Evaluation of a Water Rights Market in the Limarí Valley”, financed by World Bank.

SOFTWARE OPERATION

- Econometric Analysis Softwares: EViews and Stata.
- Statistics Analysis Software SPSS.
- Microsoft Windows, Explorer, Word, Excel and Power Point.
- Moodle and Blackboard Online Learning Systems.

PUBLICATIONS AND PRESENTATIONS

PAPERS UNDER EVALUATION

- **Morales, L. E.**, Hoang, N., Olmo, L., Colvin, A. F., Phengvilaysouk, A., & Walkden-Brown, S. (2024). Price discrimination, smallholders and regional development – How education, location and market orientation can affect profitability. *Oxford Development Studies*, Under Review. CiteScore 2020 SNIP: 1.134.
- Nguyen, C. T., **Morales, L. E.**, Hoang, N., Balie, J., & Valera, H. G. (2024). How efficient are rice markets in Asia? Effects of rice variety and food crises on price shock transmission. *Australian Journal of Agricultural and Resource Economics*, Under Review. CiteScore 2020 SNIP: 1.062.

REFEREED JOURNAL ARTICLES

- Zhang, Y., Hoang, N., Baker, D., **Morales, L. E.**, & Griffith, G. (2024). Unlocking the monetary value: Investigating the importance of quality information in Australian red meat chains. *Animal Production Science*, 64, AN23180. CiteScore 2020 SNIP: 0.868. <https://doi.org/10.1071/AN23180>.
- Bui, T. N., Nguyen, H. V., Nguyen, X. B., Le, V. N., Nguyen, T. M., Ngo, C. T. K., Ngo, Q. T. L., Hoang, N., **Morales, L. E.**, Nguyen, V. D., Olmo, L., Walken-Brown, S., & Le, T. T. H. (2023). An Analysis of the Goat Value Chain from Lao PDR to Vietnam and a Socio-Economic Sustainable Development Perspective. *Sustainability*, 15(18). 13781. CiteScore 2020 SNIP: 1.237. <https://doi.org/10.3390/su151813781>.
- Higuchi, A., **Morales, L. E.**, Sanchez, L. A., & Maehara, R. (2022). The influence of ethnic identity on Peruvian quinoa consumption: A Top Lima and Modern Metropolitan Lima approach. *Journal of Ethnic Foods*, Under Review. CiteScore 2020 SNIP: 1.300. <https://doi.org/10.1186/s42779-022-00148-1>.
- **Morales, L. E.**, Ehmke, M. D., & Sheridan, A. (2022). Consumer Trust and Purchase of Perishable Fresh Food Online Versus In-Store: The Case of beef. *Journal of International Food & Agribusiness Marketing*. CiteScore 2020 SNIP: 0.984. <https://doi.org/10.1080/08974438.2022.2072992>.
- **Morales, L. E.** & Higuchi A. (2022). Who is eating quinoa?: How consumer characteristics and beliefs affect the expenditure on this functional food versus traditional staple items. *Journal of Sensory Studies*, 37(2), 1-11. e12725. CiteScore 2020 SNIP: 1.059. <https://doi.org/10.1111/joss.12725>.
- **Morales, L. E.**, Balie, J., & Magrini, E. (2021). Is the minimum support price policy of India influencing cross-commodity price linkages? *International Food and Agribusiness Management Review*. CiteScore 2020 SNIP: 0.901. <https://www.wageningenacademic.com/doi/abs/10.22434/IFAMR2020.0035>
- **Morales, L. E.**, Griffith, G., Fleming, E., Mounter, S., Wright, V., & Umberger, W. (2020). Preferences for certified beef with animal welfare and other credence attributes in Australia. *International Journal on Food System Dynamics*, 11(3), 202–220. CiteScore 2020 SNIP: 0.654. <http://centmapress.ilb.uni-bonn.de/ojs/index.php/fsd/article/view/50/959>

- **Morales, L. E.** & Higuchi A. (2020). Should we spend more on fish? – How consumer beliefs about fish influence fish and meat expenditure shares. *Journal of Sensory Studies*, 35(2), 1–13. CiteScore 2020 SNIP: 1.059. <https://onlinelibrary.wiley.com/doi/full/10.1111/joss.12556>
- Nchinda, V. P., Hadley, D., Villano, R. A. & **Morales, L. E.** (2020). Assessing the impact of adoption of improved seed yam technology in Cameroon. *Journal of Developing Areas*, 54(2), 15–29. <https://muse.jhu.edu/article/723893>
- **Morales L. E.**, & Higuchi A. (2018). Is fish worth more than meat? – How consumers’ beliefs about health and nutrition affect their willingness-to-pay more for fish than meat. *Food Quality and Preference* 65, 101-109. CiteScore 2020 SNIP: 1.814. <https://www.sciencedirect.com/science/article/pii/S0950329317302793>
- **Morales, L. E.** (2018). The effects of price volatility on vertical price transmission and marketing margins in cattle markets. *International Food and Agribusiness Management Review*, 21(3), 335–350. CiteScore 2020 SNIP: 0.901. <https://www.growkudos.com/publications/10.22434%25252Fifamr2017.0020/reader>
- **Morales, L. E.**, Hoang, N., & Stuen, E. (2017). Spatial Price Premium Transmission in Australian Cattle Markets: The Vulnerability of Price Premiums to Outside Shocks. *Australian Journal of Agricultural and Resource Economics* 61(4), 515–684. CiteScore 2020 SNIP: 1.062. <http://onlinelibrary.wiley.com/doi/10.1111/1467-8489.12221/abstract>
- **Morales, L. E.**, Griffith, G., Wright, V., Fleming, E., Umberger, W., & Hoang, N. (2017). ‘Branding fresh food: Who is willing to pay more for beef?’ *Acta Alimentaria* 46(4), 395–402. CiteScore 2020 SNIP: 0.349. <https://akjournals.com/view/journals/066/46/4/article-p395.xml>
- Nchinda, V. P., Villano, R. A., Hadley, D., & **Morales, L. E.** (2016) Performance of smallholder minisett seed yam farm enterprises in Cameroon. *African Journal of Agricultural and Resource Economics* 11(4), 277-291. CiteScore 2020 SNIP: 0.276. <http://afjare.org/wp-content/uploads/2018/02/3.-Nchinda-et-al.pdf>
- **Morales, L. E.**, Hoang, N., Griffith, G., & Salcedo, S. (2015). ‘Vertical price transmission and spillovers between agri-food chains’. *Academy of Taiwan Business Management Review* 11(3): 81-91.
- **Morales, L. E.**, Griffith, G., Wright, V., Fleming, E., Umberger, W., & Hoang, N. (2013). ‘Variables affecting the propensity to buy branded beef among groups of Australian beef buyers’. *Meat Science* 94(2) 239-246. CiteScore 2020 SNIP: 2.010. <https://www.sciencedirect.com/science/article/pii/S0309174013000478?via%3Dihub>
- **Morales, L. E.**, & Foster, W. (2004). ‘Seasonal model of miller demand for bread wheat in Chile’. *Science and Agricultural Research Journal (Ciencia e Investigación Agraria)* 31(1): 39-49. ISSN: 0718-1620. CiteScore 2020 SNIP: 0.607.
- **Morales, L. E.**, & Foster, W. (2002). ‘Error correction model in wheat supply functions at regional level in Chile’. *Science and Agricultural Research Journal (Ciencia e Investigación Agraria)* 29(2): 101-113. CiteScore 2020 SNIP: 0.607.

CONFERENCE PAPERS

- **Morales, L. E.**, Hoang, N., Nguyen H. V., Nguyen X. B., Bui T. N., Ngo T. K. C., Nguyen, V. D., Phengvilaysouk, A., Colvin, A., Walkden-Brown, S. (2024). ‘Meat consumption and animal diseases –

How do goat meat consumers react to African Swine Fever outbreaks?'. Australasian Agricultural and Resource Economics Society (AARES), 68th Annual Conference, Canberra, Australia. February 2024.

- **Morales, L. E.**, Hoang, N., Nguyen H. V., Nguyen X. B., Bui T. N., Ngo T. K. C., Nguyen, V. D., Phengvilaysouk, A., Olmo, L., Walkden-Brown, S. (2023). 'Mountain goat value chain in Laos and Vietnam: Constraints and development opportunities. Australasian Agricultural and Resource Economics Society (AARES), 67th Annual Conference, Christchurch, New Zealand. February 2023.
- Higuchi, A., & **Morales, L. E.** (2022). 'Quality uncertainty and willingness to pay for organic quinoa - Evidence of organic-labelled quinoa in Peru'. Australasian Agricultural and Resource Economics Society (AARES), 66th Annual Conference, Armidale, Australia. February 2022.
- **Morales, L. E.**, Ehmke, M. & Sheridan, A. (2021). 'Buying perishable fresh food online versus in-store: The case of beef'. Australasian Agricultural and Resource Economics Society (AARES), 65th Annual Conference, Sydney, Australia. February 2021.
- **Morales, L. E.**, & Higuchi, A. (2019). 'Should we spend on quinoa or other foods? The effect of consumer beliefs on expenditure in staple and functional foods'. Australian Agricultural and Resource Economics Society (AARES), 63rd Annual Conference, Melbourne, Australia. February 2019.
- **Morales, L. E.**, & Higuchi, A. (2018). 'Can fish substitute meat? Fish perceptions influencing meat and fish expenditure'. Australian Agricultural and Resource Economics Society (AARES), 62nd Annual Conference, Adelaide, Australia. February 2018.
- **Morales, L. E.**, & Higuchi, A. (2017). 'The effect of healthy and nutritious perceptions on consumers' willingness-to-pay extra for fish respect to meat in Peru'. Australian Agricultural and Resource Economics Society (AARES), 61st Annual Conference, Brisbane, Australia. February 2017.
- **Morales, L. E.**, & Hoang, N. (2016). 'Price variations of cattle grades: How are quality attributes related?'. Australian Agricultural and Resource Economics Society (AARES), 60th Annual Conference, Canberra, Australia. February 2016.
- **Morales, L. E.**, Hoang, N., & Griffith, G. (2015). 'Spatial price premium transmission in agri-food chains: The case of MSA cattle premiums in Australia'. Australian Agricultural and Resource Economics Society (AARES), 59th Annual Conference, Rotorua, New Zealand. February 2015.
- **Morales, L. E.**, Hoang, N., Griffith, G., & Salcedo, S. (2014). 'Vertical price transmission and relationships between selected agri-food value chains in Australia and Colombia'. Australian Agricultural and Resource Economics Society (AARES), 58th Annual Conference, Port Macquarie, Australia. February 2014.
- **Morales, L. E.**, Hoang, N., & Ramsay, T. (2013). 'Modelling volatility of Australian beef export prices'. Australian Agricultural and Resource Economics Society (AARES), 57th Annual Conference, Sydney, Australia. February 2013.
- **Morales, L. E.**, & Hoang, N. (2012). 'Beef marketing margins in some countries in Asia-Oceania'. Australian Agricultural and Resource Economics Society (AARES), 56th Annual Conference, Fremantle, Australia. February 2012.
- **Morales, L. E.**, Griffith, G., Wright, V., Fleming, E., Umberger, W., & Hoang, N. (2011). 'Propensity to buy branded beef among groups of Australian beef buyers'. Australian Agricultural and Resource Economics Society (AARES), 55th Annual Conference, Melbourne, Australia. February 2011.

- **Morales, L. E.**, Griffith, G., Wright, V., Fleming, E., Umberger, W., & Hoang, N. (2011). 'Factors influencing Australian beef buyers' willingness to pay for an 'ideal' branded beef product'. Australian Agricultural and Resource Economics Society (AARES), 55th Annual Conference, Melbourne, Australia. February 2011.
- **Morales, L. E.**, Griffith, G., Wright, V., Umberger, W., & Fleming, E. (2009). 'Characteristics of different consumer segments in the Australian beef market'. Australian Agricultural and Resource Economics Society (AARES), 53rd Annual Conference, Cairns, Australia. February 2009.
<http://ageconsearch.umn.edu/bitstream/48063/2/Morales.pfd.pdf>
- **Morales, L. E.**, Fleming, E., Wright, V., Griffith, G., & Umberger, W. (2008). 'Product and branding innovations in the Australian beef marketing system'. Australian Agricultural and Resource Economics Society (AARES), 52nd Annual Conference, Canberra, Australia. February 2008.
<http://ageconsearch.umn.edu/bitstream/5993/2/cp08mo02.pdf>

PRESENTATIONS

- **Morales, L. E.**, Griffith, G., Fleming, E., Wright, V., Umberger W., & Miller, S. (2009). 'What influences consumers' decisions to buy branded beef products?' Beef CRC Postgraduate Conference, Gold Coast, Australia. November 2009.
- **Morales, L. E.**, Griffith, G., Fleming, E., Wright, V., & Umberger, W. (2008). 'Beef quality brands in Australia: Are they possible?' Beef CRC Postgraduate Conference, Gold Coast, Australia. November 2008.
- **Morales, L. E.**, Fleming, E., Griffith, G., & Wright, V. (2007). 'Promoting innovation in the Australian beef marketing system', Beef CRC Postgraduate Conference, Bribie Island, Australia. October 2007.
- **Morales, L. E.** (2006). 'Development of innovative business in Chile', presentation in the Seminar: 'Entrepreneurship and Innovation Initiatives for Developing New Business in the Biotechnological and Agri-food Industries', University of Chile. Santiago, Chile. October 2006.
- **Morales, L. E.** (2006). 'How can we stimulate the entrepreneurship in Chile?', presentation in the Conference: 'Intellectual and Industrial Property Rights in the Chilean Academic System', University of Tarapacá, Arica, Chile. April 2006.
- **Morales, L. E.** (2006). 'Development of innovative business', presentation in the Conference: 'Intellectual and Industrial Property Rights in the Chilean Academic System', University of Tarapacá, Arica, Chile. April 2006.

OTHER RESEARCH DOCUMENTS

- **Morales, L. E.** (2011). 'Promoting branded products as innovation in the Australian beef marketing system', Thesis Doctor of Philosophy, School of Business, Economics and Public Policy, University of New England.
- **Morales, L. E.** (2003). 'Analysis of the national wheat policy', Thesis Master of Science in Agricultural Economics, Faculty of Agronomy and Forestry Engineering, Catholic University of Chile.
- **Morales, L. E.** (2002). 'Econometric model in wheat supply functions at regional level in Chile', Thesis Agricultural Engineer, Faculty of Agricultural Sciences, Austral University.

- **Morales, L. E.** (1999). ‘Analysis of the Chilean agricultural policies and their alternatives facing the normative of the World Trade Organization (WTO)’, Project Agricultural Engineer, Faculty of Agronomy and Forestry Engineering, Catholic University of Chile.
- **Morales L. E.** (1999). ‘Analysis and classification of Chilean agricultural policies and programmes’, Document Prepared to ODEPA (Research and Agricultural Policies Office, Ministry of Agriculture), January 1999.

EDITOR AND REVIEWER OF JOURNAL ARTICLES

- **Managing Editor and Reviewer of *International Food and Agribusiness Management Review*** **2017 -2024**
Food Production and Agribusiness, United States of America.
- **Editor of Special Issue “Sustainability and Product Differentiation” *Sustainability*** **2018 -2019**
Environmental, International and Cross-disciplinary Journal, Switzerland.
- **Reviewer of *Sustainability*** **2016 - 2024**
Environmental, International and Cross-disciplinary Journal, Switzerland.
- **Reviewer of *Australian Journal of Agricultural and Resource Economics*** **2017 - 2024**
Agricultural, Resource and Environmental Economics, Australia.
- **Reviewer of *Meat Science*** **2018 & 2019**
International and Cross-disciplinary Journal, United States of America.
- **Reviewer of *Journal of Agricultural and Applied Economics*** **2018**
Agricultural Economics, United Kingdom.
- **Reviewer of *Animal Production Science*** **2013**
Agriculture and Agricultural Economics, Australia.
- **Reviewer of the *Australasian Agribusiness Review*** **2012 & 2009**
Agriculture and Food Systems, Australia.
- **Reviewer of the *African Journal of Agricultural Research*** **2011**
Agricultural Economics and Agribusiness.
- **Reviewer of the *Science and Agricultural Research Journal*** **2006**
Faculty of Agronomy and Forestry Engineering, Catholic University of Chile.

AWARDS AND SCHOLARSHIPS

- **2018 Teaching and Learning Innovation Award** **February 2019**
UNE Business School,
Faculty of Science, Agriculture, Business and Law
University of New England, Australia.
- **International Faculty Scholarship** **January 2009**
Faculty of The Professions, School of Economics, Business and Public Policy,
University of New England, Australia.

- **First Time Presenter Award** **February 2008**
Australian Agricultural and Resource Economics Society (AARES), 52nd Annual Conference, Canberra, Australia.
- **Outstanding Achievement among the Students of Agricultural Engineer Class** **May 2003**
Faculty of Agricultural Sciences, Austral University, Chile.

FURTHER COURSES

- **Communicating Science** **2008**
Econnect Communication.
- **Portuguese Course** **2006**
Brazilian Studies Centre, Brazilian Embassy, Chile.

PROFESSIONAL MEMBERSHIP

- Member, Australian Agricultural and Resource Economics Society (AARES). 2020-2024 Federal Treasurer. LOC Chair 2022 AARES Conference. 2016-2019 Councillor of the AARES New England Branch. 2015 President of the AARES New England Branch.

PROFESSIONAL INTERESTS AND CAREER DEVELOPMENT

My area of interest is on developing research projects and teaching in agro-food chains, in specific in the analysis of different markets and consumer preferences as a way to increase value for agricultural markets, rural development and food security.

I have experience conducting research analyses and teaching on the Australian Beef Industry, in the Peruvian Meat and Fish Industries and in the Chilean Wheat Industry, among other agro-food chains. I have had the opportunity to analyse agro-food chains and combine marketing and economic theory with econometric tools to determine the feasibility of selling products in different markets. In the process, I met scientists, business stakeholders and other professionals linked to the industry.

REFEREES

- **Professor Garry Griffith** (Ph. D.) in Economics, Adjunct Professor, UNE Business School, University of New England, and Research Scientist, Cooperative Research Centre for Beef Genetic Technologies (Beef CRC). Phone: (61 2) 6773 3053. ggriffit@une.edu.au.
- **Professor Mahinda Siriwardana** (Ph. D.) in Economics, Emeritus Professor, UNE Business School, University of New England. Phone: (61 2) 6773 2501. asiriwar@une.edu.au.