

# CURRICULUM VITAE

## SEDA ERDEM

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### CONTACT INFORMATION

Economics, University of Manchester  
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Manchester, UK, M13 9PL

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### RESEARCH INTERESTS

Food Safety and Marketing Economics, Behavioural Economics, Consumer Behaviour, Consumer Choice Modelling, and Industrial Organization.

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### EDUCATION

2007–Present

**Ph.D. in Economics**

*University of Manchester, Manchester, UK*

Thesis: Five Essays on Food Safety, Risks, Responsibility, and Trust

- 1) *Perceptions of Relative Responsibility for Food Safety*
- 2) *Perceptions of Control & Concern over Food and Non-food Risks*
- 3) *Using Discrete Choice Modelling to Investigate Consumers' Willingness to Pay for Foodborne Health Risk Reduction*
- 4) *Effects of Different Risk Presentations on Consumers' WTP Estimates*
- 5) *Using Best-Worst Scaling to Investigate Consumers' Trust on Nanotechnology*

Advisors: Dan Rigby and Ada Wossink

Funded by: Rural Economy and Land Use Programme of the UK's Economic and Social Research Council (ESRC).

2002–2004

**M.S. in Resource Economics**

*University of Massachusetts, Amherst, MA, USA*

Thesis: Decision-Making Tools for Effective Reduction of Foodborne Health Risks

Advisor: Julie A. Caswell

Supported by a USDA Cooperative State Research, Education, and Extension Service (CSREES).

1998–2002

**B.S. in Food Engineering, with honors**

*Middle East Technical University, Ankara, Turkey*

Thesis: Designing and Producing Functional Dairy Products

Advisor: Fatih Yildiz

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## AWARDS AND HONORS

2010	Royal Economics Society Travel Grant, UK
2010	Behavioral and Experimental Economics, Food, and Health Workshop Grant, USA
2010	Northeastern Agricultural and Resource Economics Association Travel Awards, USA
2010	University of Manchester Travel Grant, UK
2007–2010	Rural Economy and Land Use Programme Studentship, UK
2007–2010	University of Manchester Graduate Studentship, UK
2002–2004	University of Massachusetts Full Scholarship, USA
2002–2004	University of Massachusetts Graduate Assistantship, USA
1999–2002	Dean's High Honor List at the Middle East Technical University, Turkey
1998–2002	Ministry of Education Academic Success Scholarship, Turkey

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## CERTIFICATES

2008-2009	Certificate of Attendance to Skilled Courses at the University of Manchester, UK.
2007	Postgraduate Assistants' Teaching Certificate, University of Manchester, UK.

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## SKILLS

Programming language: FORTRAN, R, Perl

Software: SAS, SPSS, STATA, LatentGold, Mathematica, Minitab, Statistica, Analytica Decision-Making Tool, @RISK, Sawtooth Software, MS Word, EXCEL, PowerPoint, MS Access, Lotus 123.

Languages: Turkish (native), English (fluent), French (conversational), Spanish (beginner)

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## WORK EXPERIENCE

10/2007–Present	<b>Postgraduate Research and Teaching Assistant, Economics, University of Manchester, UK</b> <i>Tutor for two undergraduate courses: "Operational Research" and "Economics of Environmental Management"</i>
12/2004–10/2007	<b>Jr. Economist. Eastern Research Group, Lexington, MA USA</b> <i>Performed policy-oriented and quantitative researches and analyses for federal agencies (e.g., FDA, EPA, and OSHA). Conducted cost-effectiveness and benefit-cost analyses, policy analysis, meta analysis, non-parametric analysis, cross-section and time-series data analysis, and other forms of multivariate analysis.</i>
08/2004–12/2004	<b>Research Associate. Department of Resource Economics, University of Massachusetts, Amherst, MA USA</b> <i>Developed decision-making tools to increase the effectiveness of the food safety system in the United States using Analytica Software. Performed various statistical analyses, such as meta analysis.</i>
05/2003–08/2004	<b>Research Assistant. Department of Resource Economics, University of Massachusetts, Amherst, MA USA</b> <i>Developed Effectiveness and Cost of Intervention Ranking Model (ECIRM), which focuses on the food supply system of the US. Contributed to a project conducted by the Food Safety Research Consortium (FSRC). Initiated the research project "Decision-Making Tools for Effective Reduction of Foodborne Health Risk"</i>

- 09/2002–05/2003 **Teaching Assistant. Department of Resource Economics, University of Massachusetts, Amherst, MA USA**  
*Tutor for three undergraduate courses: “Hunger in a Global Economy,” “Introductory Statistics,” and “Small Business Management.”*
- 06/2001–08/2001 **Food Engineering Intern. Efes Pilsen Brewing Company, Ankara, Turkey**  
*Analyzed the production methods and the safety system of the company.*
- 06/2000–08/2000 **Food Engineering Intern. Pinar Milk & Milk Products Company, Eskisehir, Turkey**  
*Investigated the food safety system and the productivity of the company.  
Contributed to the development of new dairy products and analyzed their sale in the market.*
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## PUBLICATIONS

1. Seda Erdem, Dan Rigby, and Ada Wossink. (2010). “Who is Most Responsible for Ensuring the Meat We Eat is Safe?” In *Proceedings of the Agricultural Economics Society Annual Conference*, Edinburgh, UK.
  2. Seda Erdem and Dan Rigby. (2010). “Using Best Worst Scaling to Investigate Perceptions of Relative Responsibility for Food Safety.” In *Proceedings of the Agricultural and Applied Economics (AAEA) Association*, Denver, USA.
  3. Seda Erdem, Dan Rigby, and Ada Wossink. (2010). “A means to an end? The value of health risk reductions achieved via nanotechnology.” To Appear in *Proceedings of Joint EAEE/AAEA Seminar*, Germany.
  4. Seda Erdem, Dan Rigby, and Ada Wossink (2010). “Who is Responsible for Ensuring the Meat We Eat is Safe?” To Appear in *Proceedings of the International Food and Agribusiness Management Association (IFAMA)*, Boston, USA.
  5. Seda Erdem, Dan Rigby, Ada Wossink. (2010). “Who is Responsible for Ensuring the Meat We Eat is Safe?” To Appear in *Proceedings of the Northeastern Agricultural and Resource Economics Association (NAREEA)*, Atlantic City, USA.
  6. Seda Erdem and Dan Rigby. (2010). “Perceptions of Control & Concern over Food and Non-food Risks.” To appear in *Proceedings of the Agricultural and Applied Economics Association (AAEA)*, Denver, USA.
  7. Seda Erdem and Dan Rigby. (2010). “Perceptions of Control & Concern over Food and Non-food Risks.” To appear in *Proceedings of the World Congress of Environmental and Resource Economists (WCERE)*, Montreal, Canada.
  8. Seda Erdem. (2004). “Decision-Making Tools for Effective Reduction of Foodborne Health Risk.” M.S. Thesis. University of Massachusetts, Amherst, MA. USA 162 pages.
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## PRESENTATIONS

1. Seda Erdem. (2010). "Using Best-Worst Scaling to Investigate Perceptions of Control and Concern over Food and Non-food Risks" Presented at *the PhD Conference of the University of Manchester*, UK.
2. Seda Erdem. (2010). "Who is Most Responsible for Ensuring the Meat We Eat is Safe?" Presented at *Agricultural Economics Society (AES) Annual Conference*, Edinburgh, UK.
3. Seda Erdem. (2010). "Using Best Worst Scaling to Investigate Perceptions of Relative Responsibility for Food Safety." Invited Presentation in the Behavioural Economics Session of the *Annual Agricultural and Applied Economics Association (AAEA) Conference*, Denver, USA.
4. Seda Erdem. (2010). "A means to an end? The value of health risk reductions achieved via nanotechnology." To be presented in the *Joint EAAE/AAEA Seminar*, Germany.
5. Seda Erdem (2010). "Perceptions of and Attitudes to Food Safety, Risks, Responsibility, and Trust" Presented at *the Rural Economics Land Use Program (RELU) Workshop*, Bangor University, UK.
6. Seda Erdem (2010). "Who is Responsible for Ensuring the Meat We Eat is Safe?" To Be Presented in the Annual World Forum and Symposium of *the International Food and Agribusiness Management Association (IFAMA)*, Boston, USA.
7. Seda Erdem (2010). "Who is Responsible for Ensuring the Meat We Eat is Safe?" *Annual NAREA Conference*, Atlantic City, USA.
8. Seda Erdem. (2010). "Using Best Worst Scaling to Investigate Perceptions of Relative Responsibility for Food Safety." To be presented in *the Annual Agricultural and Applied Economics Association (AAEA) Conference*, Denver, USA.
9. Seda Erdem. (2010). "Perceptions of Control & Concern over Food and Non-food Risks." To be presented in *the World Congress of Environmental and Resource Economists (WCERE)*, Montreal, Canada
10. Seda Erdem, Dan Rigby, and Ada Wossink. (2010). "A means to an end? The value of health risk reductions achieved via nanotechnology." (To be confirmed) *Joint EAAE/AAEA Seminar*, Germany.
11. Seda Erdem. (2010). "Using Best Worst Scaling to Investigate Perceptions of Relative Responsibility for Food Safety". Presented at *the University of Manchester Resource Economics Workshop Series*, UK.
12. Seda Erdem (2009). "Stakeholders' Perception of Food Safety: Risks and Responsibility." Presented at *the Rural Economics Land Use Program (RELU) Workshop*, London, UK.
13. Seda Erdem (2009). "Food Safety, Risks, and Responsibility." Presented at *the PhD Conference of the University of Manchester*, UK.
14. Seda Erdem. (2008). "Farm-to-Fork" Food Safety and the Case of *E. coli*." Poster Presentation at *the Researchers Showcase*, University of Manchester, UK.
15. Seda Erdem. (2007). "A Decision-Making Tool: Effectiveness and Cost of Intervention Ranking Model." Presented at *the University of Manchester Resource Economics Workshop Series*, UK.
16. Seda Erdem. (2007). "Decision-Making Tools for Effective Reduction of Foodborne Health Risk." Presented at *the USDA Economists Group Seminar Series*, Washington, DC USA.
17. Seda Erdem. (2007). "Decision-Making Tools for Effective Reduction of Foodborne Health Risk." Presented at *the USDA Food Safety and Inspection Service (FSIS)*, Washington, DC, USA.
18. Seda Erdem. (2004). "Decision-Making Tools for Effective Reduction of Foodborne Health Risk." M.S. Thesis Defense. University of Massachusetts, Amherst, MA. USA.

19. Seda Erdem and Julie A. Caswell. (2004). "Prioritizing Opportunities and Reduce Foodborne Risk: Effectiveness and Costs of Intervention Ranking Model." Presented at *Food Safety Research Consortium Workshop Series: Economic Measures of Interventions*. University of Massachusetts, USA.
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## **PROFESSIONAL ACTIVITIES**

### **Reviewer:**

Journal of Economic Psychology

### **Event Coordination:**

Moderator, Agricultural and Applied Economics Association (AAEA) Conference, Denver, USA, 2010.

Moderator, The University of Manchester PhD Conference, Manchester, UK, 2009-2010.

### **Memberships:**

Agricultural and Applied Economics Association (AAEA), USA

Northeastern Agricultural and Resource Economics Association (NAREEA), USA

Agricultural Economics Society (AES), UK

Royal Economics Society (RES), UK

European Economics Association (EEA)

European Association of Agricultural Economists (EAAE)

European Association of Environmental and Resource Economists (EAERE)

International Food and Agribusiness Management Association (IFAMA)

Agricultural and Food Safety Economics (AFSE), ResearchGate Scientific Network (founder)

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## **REFERENCES**

Available upon request.