

Samir Huseynov

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Employment

Senior Lab Manager
Human Behavior Lab
College Station, TX
May, 2018 - Present

Education

- **Texas A&M University** College Station, TX
Ph.D. in Agricultural Economics (Advisor: Marco A. Palma) May, 2020 (Expected)
- **Texas A&M University** College Station, TX
MS in Economics August, 2014
- **Central European University** Budapest, Hungary
MA in Economics June, 2010
- **Azerbaijan State University of Economics** Baku, Azerbaijan
BA in International Economics June, 2008

Research Interest

Behavioral and Experimental Economics, Health Economics and Food Policy, Applied Economics and Machine Learning.

Grants

Doctoral Dissertation Research Grant (Co-PI) National Science Foundation
Decision, Risk, and Management Sciences Program Apr 2017 - Dec 2019
Can “Attribute Distortion” be the missing link in the Temptation-Choice tandem? \$ 42,675.00

Publications

- **Huseynov, Samir**, Bachir Kassas, Michelle S. Segovia, and Marco A. Palma. “Incorporating biometric data in models of consumer choice.” *Applied Economics* 51, no. 14 (2019): 1514-1531.
- Ng, Desmond, Leonardo Sanchez-Aragon, and **Samir Huseynov**. “Seek and you shall find: the role of exploitive and explorative search in a biotechnology firm’s patent claims.” *International Food and Agribusiness Management Review* 22, no. 3 (2019): 321-337.
- **Huseynov, Samir**, and Marco A. Palma. “Does California’s Low Carbon Fuel Standards reduce carbon dioxide emissions?.” *PloS one* 13, no. 9 (2018): e0203167.

Working Papers

- **Job Market Paper:** Samir Huseynov, Marco A. Palma, and Ghufran Ahmad. “Does the magnitude of relative calorie distance affect food consumption?” *Under Review*

Abstract: Can the magnitude of the calorie distance between food items explain the contradictory findings in previous literature regarding the impact of calorie labeling laws? Our theoretical model suggests that the relative calorie difference between alternatives in food menus is a missing link important for understanding the impact of calorie labeling information on calorie intake and reconciling inconsistencies in previous findings. We implement laboratory and lab-in-the-field restaurant experiments where participants make incentivized food choices in binary menus. We exogenously manipulate the magnitude and saliency of the calorie distance between food

alternatives. We find that providing accurate calorie information increases the likelihood of low-calorie choices by 3% and 10% in the lab and restaurant experiments, respectively. However, the menu-dependent calorie distance discounts the effect of information-provision. Our findings suggest that a 100-calorie increase in the calorie distance between the food alternatives reduces the probability of choosing the low-calorie alternative by 3%.

- Samir Huseynov, Marco A. Palma, and Michelle Segovia. “Distributional Effects of Price Salience on Reservation Wages and Food Choices.”

Abstract: This article enriches the attribute salience literature in economics by providing compelling evidence that inducing *price salience* affects consumer expenditures and reservation wages. We use a laboratory experiment to show that high price salience reduces the likelihood of purchasing high quality low-calorie food items at a price premium. We also find that income is an important factor that moderates this effect. The low-income group demonstrates similar purchasing behaviors regardless of the price salience condition. In the absence of price salience in the decision environment, the high-income group is more likely to choose more expensive low-calorie foods. This effect vanishes when high-income consumers are exposed to environments with high price salience. Using a novel design, we find that inducing price salience reduces the reservation wage of high-income participants to perform a real effort task to offset the cost of their food expenditures. We conclude that the high-income group drives the variation in our outcome measures across experimental conditions, and they align their food choices and labor supply decisions with low-income subjects after being exposed to low and high price salience environments. Relative price changes between low- and high-calorie products yield significantly more healthy choices. A 20% price discount on the low-calorie alternative induces over 95% low-calorie selections.

- Samir Huseynov and Marco A. Palma. “Food Decision-Making under Time Press.”

Abstract: This article provides evidence that time limitation affects consumer decisions and subsequently can change the prediction power of economic models. We show that under a task time limitation, subjects make more sub-optimal decisions and it also reduces the prediction power of the considered model. Furthermore, we advance our analysis by employing the Drift Diffusion Model (DDM) framework to investigate the possible causes of the behavioral changes generated by time pressure. This article makes two major contributions to the relevant literature. First, we show that accounting for the time dimension of a decision process can provide hints about the possible influence of visceral factors in terms of the prediction power of consumer models. Second, we explore the “black box” of consumer decision making under time pressure and show that feelings of time scarcity may change how consumers process product related information.

- Samir Huseynov, Luis Ribera, and Marco Palma. “Predicting the Highway Costs Index using Machine Learning.”

Abstract: U.S. highway construction has the biggest share of civil public spending. It is expected that the recent federal budget cuts will significantly affect highway construction across the United States. Almost half of active large transportation projects in the U.S. have exceeded their initial budget, that is why, highway construction cost estimates need to reflect costs as much as possible for optimal allocation of available limited funds. This study offers a new approach in modeling, as well as in forecasting of highway construction cost changes by using machine learning. Our model has a high predictive power and it can help to save billion dollars in public sector.

Work In Progress

- Samir Huseynov, Marco Palma, and Alex Brown. “Convexity of Self-Control Cost”
- Samir Huseynov, Marco Palma, Ghufuran Ahmad, and Rodolfo Nayga. “Conspicuity ranking and Reference Point”
- Samir Huseynov, Marco Palma, and Michelle Segovia. “Pay Me To Choose Healthy?”
- Samir Huseynov and Marco Palma. “More Emotional Better Predictable.”
- Samir Huseynov and Marco Palma. “Temptation and Food Choices.”

Presentations

- Texas A&M Agricultural Economics Symposium (March, 2016)
- Texas A&M Student Research Week (March, 2017)
- Texas A&M Energy Conference (September, 2017)
- Southern Agricultural Economic Association (SAEA) annual meeting (February, 2018)
- Texas A&M Student Research Week (March, 2018)
- Texas Experimental Symposium (March, 2018)
- Agricultural and Applied Economic Association (AAEA) annual meeting (August, 2018)
- Texas A&M Energy Conference (September, 2018)
- Southern Agricultural Economic Association (SAEA) annual meeting (February, 2019)
- American Society of Health Economists (ASHEcon) annual meeting (June, 2019)
- Agricultural and Applied Economic Association (AAEA) annual meeting (July, 2019)

Research Experience

- Research Assistant of Dr. Marco Palma in Agricultural Economics Department at Texas A&M University, College Station, Texas (September 2015 –present)
- Research Assistant of Dr. Desmond Ng in Agricultural Economics Department at Texas A&M University, College Station, Texas (May 2015 –September 2015)
- Research Expert at Economic Research Center, Baku, Azerbaijan (January 2012-July 2012)
- Lead Researcher at Institute of Economic Reforms, Baku, Azerbaijan(August, 2010 –December 2011)
- Diploma Intern at Ministry of Economic Development, Baku, Azerbaijan (February 2008-June 2008)

REFeree ACTIVITIES

Food Policy

Teaching Experience

- Co-Instructor: Texas A&M University, Research Methodology, AGEC 607, (Spring, 2019) (Student evaluation: 4.79/5.00; Departmental Average: 4.61)
- Instructor: Azerbaijan State Economic University, ECON 205, Introductory Econometrics (Spring, 2012)
- Instructor: Caucasus University, INER 337, European Economy (Spring, 2012)

References

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