Ming Ge

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Areas of Interest

Fields: Applied Microeconomics, Industrial Organization, Behavioral and Experimental Economics

Methods: Applied Econometrics, Theoretical Economic Modeling, Laboratory and Field Experiments, Meta-Analysis

Topics: Firm and Consumer Behavior, Markets for Experience and Credence Goods, Food Markets, and Energy Markets

Employment

Postdoctoral Research Associate 2023 – 2026
Food and Resource Economics Department, University of Florida *Gainesville, FL, USA*
Supervisor: Di Fang

Lab Coordinator 2016 – 2017
Experimental Economics Lab, Weber State University *Ogden, UT, USA*

Education

Ph.D. in Resource Economics 2017 – 2023
Department of Resource Economics, University of Massachusetts Amherst *Amherst, MA, USA*
Committee: Christian Rojas and Rong Rong (Co-advisors), Matt Woerman, Juan-Camilo Cárdenas

B.S. in International Economics 2013 – 2015
Weber State University, *magna cum laude* *Ogden, UT, USA*

Job Market Paper

Retail Competition under WIC's Retail Delivery System: Insights from a Spatial Competition Model
with Di Fang, Reject/Resubmit at Journal of Retailing [link]

Abstract. The WIC program provides food benefits that participants redeem at authorized retailers. WIC then reimburses these retailers at the retail prices of the redeemed products. As WIC consumers are insulated from these prices, the system raises concerns about reduced price sensitivity among WIC consumers and higher prices for WIC-approved foods. This paper develops a spatial competition model to examine how the system affects retail competition and pricing strategies. We compare three market scenarios: no e-commerce, e-commerce available only to non-WIC consumers, and e-commerce available to both WIC and non-WIC consumers. Our analysis also extends to WIC and non-WIC consumer welfare and direct WIC spending under this system.

Publications

[1] Information Nudges for Environmentally Sustainable Food Choices: A Meta-Analysis of Field Studies
***Ming Ge**, Grace Melo, Valentin D. Picasso, and Di Fang*
Food Policy, 144, 103172 (2026). [link]

Selected Working Papers

[1] It Takes Two Hands to Clap: The Effects of Reputation and Search in Healthcare Markets
***Ming Ge**, Rong Rong, and Christian Rojas*

[2] Different Types of Reputation and Their Effects on Efficient Service Provision
***Ming Ge**, Rong Rong, and Christian Rojas*

[3] What Drives Soaring Wholesale Electricity Prices During Nuclear Refueling Outages? [link]
*Xiaolin Zhou, **Ming Ge**, Matt Woerman, and Xinde Ji*

[4] Front-of-Package Nutrition Labels and Consumer Behavior: A Two-Stage Review of Empirical Evidence and Behavioral Mechanisms
*Tiantai Ma, Grace Melo, Di Fang, and **Ming Ge***

Selected Work In Progress

[1] Information Strategies for Shifting Diets: A Meta-Analysis of Meat and Plant-Based Food Choices
with Paul Lohmann and Di Fang

[2] Who Benefits from Tipping Norms? A Theoretical Analysis of Restaurant Competition and Welfare

[3] How Private Complaint Channels Shape Public Ratings and Service Quality: A Theoretical and Experimental Investigation
with Rong Rong and Yiming Dai

Policy and Outreach Writings

[1] From Red Delicious to Cosmic Crisp: How the U.S. Fresh Apple Market Is Changing
***Ming Ge**, Di Fang, Roberto Cárdenas Retamal, Lisa House, and Melinda Knuth*

[2] What New and Repositioned Fruits Teach Us: Lessons for the U.S. Muscadine Grape Market
*Roberto Cárdenas, Di Fang, **Ming Ge**, Lisa House, and Melinda Knuth*

Research & Professional Experience

Research Assistant to Christian Rojas Summer 2020 & Summer 2021
Tracing the Ownership History of Food Brands, USDA Hatch Research Project

Research Assistant to Rong Rong and Sherry Gao 2017 – 2019
A Study on the Casual Impact of Heterogeneous Health Beliefs on Vaccination Decisions

Research Assistant to Rong Rong and Christine Crago 2018
Behavioral preferences and contract choice in the residential solar PV market
American Journal of Agricultural Economics, 107(1), 27–53 (2025). [link]

Research Assistant to Rong Rong, Matthew Gnagey, and Therese Grijalva 2016
"The less you Discount, the more it shows you really care": Interpersonal discounting in households
Journal of Economic Behavior & Organization, 154, 1–23 (2018). [link]

Summer Analyst Intern, China Guangfa Bank 2014
Forecasted SHIBOR and LIBOR rates using AR and GARCH models

Teaching Experience

Instructor (Teaching evaluation: 4.5 out of 5)
University of Massachusetts Amherst
Intro to Statistics for Social Science (Undergraduate level GenEd course - ResEcon 212) Summer 2022

Guest Lecturer

University of Nevada, Las Vegas

Hospitality Financial Analysis (HMD 340) — Spring 2026

University of Florida

Health Economics (AEB 6933) — Fall 2024 & Fall 2026

International Agribusiness Marketing (AEB 4343) — Spring 2025

Teaching Assistant

University of Massachusetts Amherst

Intro to Statistics for Social Science (ResEcon 212) - Lead Teaching Assistant — Fall 2021 – Spring 2023

Intro to Statistics for Social Science (ResEcon 212) — Fall 2019 – Spring 2021

Managerial Economics (ResEcon 428) — Spring 2019

Financial Analysis for Consumers and Firms (ResEcon 314) — Fall 2018

Selected Conference and Seminar Presentations (*Presented by a coauthor)

Allied Social Science Associations (ASSA) Annual Meeting (Philadelphia, PA) 2026

Annual *Vitis* × *Muscadinia* Project Meeting (Fayetteville, AR) 2025

Agricultural & Applied Economics Association (AAEA) Conference (Denver, CO) 2025

Resilience CAP All-Hands Annual Meeting (Virtual) 2025

FRE Junior Faculty Brown Bag Seminar, University of Florida (Gainesville, FL) 2024

Southern Economic Association (SEA) Conference (Washington, DC) 2024

Association of Environmental and Resource Economists Summer Conference (Portland, ME)* 2023

World Economic Science Association (ESA) Conference (Boston, MA) 2022

New England Experimental Economics(NEEE) Workshop (Amherst, MA) 2022

Awards, Grants & Fellowships

University of Massachusetts Amherst

Resource Economics Department Summer Research Scholarship — 2019, 2023

Research Enhancement and Leadership Fellowship — 2017 – 2022

Carolyn Harper Research Fellowship - Annual Outstanding Graduate Student Research Award — 2021

Graduate School Return to Research Grant — 2021

Graduate School Predissertation Research Grant — 2020

Weber State University

Outstanding Graduate for Economics of the Year — 2015

Departmental Honors in International Economics — 2015

Excellence in Community Engagement Award — 2015

Referee Service

Agricultural and Resource Economics Review (×2), Food Policy, Forest Policy and Economics, Frontiers in Nutrition (×2), and PLOS ONE (×3)

References

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Last Updated: October 2026