

Parallel session VII

13:30-15:00, 7 December 2021, Tuesday

- Zoom ID: 7818057389 **Session 7.1 Transforming Agriculture in Asia: Findings and Key Policy Issues from Asian Development Outlook 2021 Update**
Join Meeting: <https://zoom.us/j/7818057389>
Chair: Shingo Kimura, Asian Development Bank, shkimura@adb.org
Transforming Agriculture in Asia: How can Agricultural Sector in Asia be more Productive, Sustainable, and Resilient against Risks including Climate Change?
Takashi Yamano, Asian Development Bank
Contemporary Irrigation Issues in Asia
Kei Kajisa, Aoyama Gakuin University
Institutional Innovations and Technology Applications in the People's Republic of China
Shingo Kimura, Asian Development Bank
Gender Inequality and Food Insecurity in Asian Food System During the COVID-19 Pandemic
Sonia Akter, National University of Singapore
Rising Importance of Aquaculture in Asia: Current Status, Issues, and Recommendations
Aya Suzuki, University of Tokyo
Q&A
Concluding Remarks
Tech support: Mr. Jinhui Wei, +86 19800350682, weijinhui@ruc.edu.cn
- Zoom ID: 7643220743 **Session 7.2 Innovative Management in Agricultural Corporations**
Join Meeting: <https://zoom.us/j/7643220743>
Chair: Dongpo Li, Hunan University of Technology and Business, 791728448@qq.com
Can Digital Finance Promote the Technological Innovation of Agricultural Enterprises?- Evidence from NEEQ Companies in China
Zheng Gong, Zhongnan University of Economics and Law
Determinants of the Product Innovation Implementation in Japanese Agricultural Corporations
Thi Ly Nguyen, Kyushu University
Thailand's Maize Seed Companies' R&D Investment and Performance
Orachos Napasintuwong, Kasetsart University
Q&A
Tech support: Ms. Heng Wang, +86 18810856202, 2020102704@ruc.edu.cn
- Zoom ID: 9597879032 **Session 7.3 Changing Consumer Behaviors I: with a Growing Focus on Nutrition**
Join Meeting: <https://zoom.us/j/9597879032>
Chair: Wei Xie, Peking University, xiewei.ccap@pku.edu.cn
Can knowledge calendar improve dietary knowledge? Evidence from a field experiment in rural China
Minghui Hou, Huazhong Agricultural University
Resource & Environment and Nutrition & Health Effects under Different Dietary Patterns
Maoran Zhu, Peking University
Information provision and consumers' willingness-to-pay for evaluative nutrition labels in China
Minda Yang, Huazhong Agricultural University

Consumer preferences and willingness-to-pay for “addition” and “reduction” reformulation strategies for healthier processed meat products

Xinyi Hong, University College Dublin

Discussant(s): Qi Cui, Beijing Normal University, cuiqi@bnu.edu.cn

Tech support: Ms. Ruiqiu Tan, +86 18813020056, 2020102703@ruc.edu.cn

Zoom ID: **Session 7.4 Changing Consumer Behaviors II: Willingness**

5667512748

Join Meeting: <https://zoom.us/j/5667512748>

Chair: Sotaro Inoue, The Policy Research Institute, Ministry of Agriculture, Forestry and Fisheries, sotaro_inoue470@maff.go.jp

Impacts of previous experience and group heterogeneity on consumer preferences: Evidence from a choice experiment of urban China

Ruifeng Liu, Henan Agricultural University

Study on Chinese Consumers' Willingness to Pay for Plant-based Milk and its Influencing Factors Based on CVM

Wenfan Su, Renmin University of China

Consumer characteristics and perceptions of country-of-brand and country-of-manufacture: A case of Japanese processed foods in urban China

Takashi Ishida, Chiba University

Generalized Axiom of Revealed Preference Tests for Foods and Drinks: The Case of Using POS Data in Japan

Hideyasu Sato, Toyo University

Discussants : Prof. Hiroaki Kobayashi, Chiba University, koba000@chiba-u.jp

Prof. Katsuhiko Saito, The University of Tokyo, katsuhikosaito@g.ecc.u-tokyo.ac.jp

Q&A

Tech support: Ms. Huimin Liu, +86 18811379585, 2020102699@ruc.edu.cn

Zoom ID: **Session 7.5 Changing Consumer Behaviors III: New Ways**

5567141402

Join Meeting: <https://zoom.us/j/5567141402>

Chair: Chen Zhu, China Agricultural University, zhuchen@cau.edu.cn

Community affordability of green food policy orientation: environmental awareness and daily expenditure scheme in Beijing

Zhan Wang, Peking University

Purchase Intention and Behavior of Young Consumers for Live-streaming Fresh Agricultural Products: Deviation Identification and Influencing Factors

Ning Liu, Jiangxi Agricultural University

Do Genetic Factors Predict Food Choice? A Case Study of Alcoholic Beverages

Chen Zhu, China Agricultural University

Q&A

Tech support: Mr. Zili Wang, +86 15966309932, 2020102718@ruc.edu.cn