

Diya Ganguly
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Townsend Hall, University of Delaware, DE-19716

Appointments

- 2022-Present Center for Experimental and Applied Economics, University of Delaware
Water in the Changing Coastal Environment in Delaware (Project WiCCED)
Center for Behavioral and Experimental Agri-Environmental Research (CBEAR)
Postdoctoral Researcher
- 2016-2022 Department of Agricultural Economics, University of Nebraska-Lincoln
Graduate Research Assistant
- 2014-2016 Federation of Indian Chambers of Commerce and Industry (FICCI), India
Research Associate
- 2013-2014 Global Change Programme, Jadavpur University, India
Research Assistant

Education

- 2016-2021 **University of Nebraska – Lincoln, USA**
Ph.D., Agricultural Economics
Dissertation: Essays on Conservation Outcomes on Rented Farmland: Role of Gender
- 2011-2013 **Jadavpur University, India**
M.A., Economics
- 2008-2011 **Jadavpur University, India**
B.A., Economics

Research

Research Fields

Experimental and Behavioral Economics, Agri-Environmental Research, Climate Change, Per and Polyfluoroalkyl Substances (PFAS)

Peer-reviewed publications:

1. **Ganguly D.**, O. M. Savchenko, J. Parker and K.D Messer, “Taking it for the Team: How Communication and Voting Increases Social Acceptance of Recycled Water” at *Water Resources Research*. [Forthcoming]
2. Messer, K.D., **D. Ganguly** and L. Xie, “Mitigating Impacts of Food Production and Consumption on Climate Change: Applications of Behavioral Economics” at *Applied Economics Perspectives and Policy*. [Available here](#)

3. Messer K.D., P.J. Feldman, **D.¹, Ganguly**, R. Iovanna and J.S. Pierce 2024. “Behavioral Science Advisory Boards Could Strengthen USDA's Conservation Program Amid Unprecedented Spending and Loading Dock Challenges.” *Choices*. [Available here](#)
4. Ellis, S. F., **D. Ganguly**, M. Kecinski and K.D. Messer 2023. “Back to the Source: Consumers Response to Produce Irrigated with Different Sources of Recycled Water.” *Water Resources Research*. [Available here](#)
5. Messer, K.D., **D. Ganguly**, and L. Xie 2023. “Applications of Behavioral Economics to Climate Change.” *Commissioned Report to the National Academy of Sciences* for its report entitled: “Future Directions for Applying Behavioral Economics to Policy”, *the National Academies Press*. [Available here](#)
6. Roy J, **D. Ganguly** and D. Chakravarty (2016). “Low Carbon Green Growth Strategies and Sustainable Development for Mega Cities: A Case Study of Kolkata.” *Amity Journal of Economics*, 1(1), 73-86. [Available here](#)
7. Colenbrander S., A. Gouldson, J. Roy, N. Kerr, S. Sarkar, S. Hall, A. Sudmant, A. Ghatak, D. Chakravarty, **D. Ganguly** and F. McAnulla (2016): “Can low-carbon urban development be pro-poor? The case of Kolkata, India.” *Environment and Urbanization*, 29, 139-158. [Available here](#)

Under Review:

1. **Ganguly D.**, S. Priestley, K.D. Messer, M. Palma, “The Public’s Puzzling Reluctance to Take Private Action to Identify and Mitigate Exposure to PFAS”

Other Publications:

1. Conservation Decision Making and Agricultural Land Leasing – An Experimental Investigation of the Role of Gender, *Cornhusker Economics*, August 7, 2024, Department of Agricultural Economics, University of Nebraska-Lincoln. [Available here](#)
2. Efficient Diffusion of Sustainable Environmental Practices through Green Networks, *Cornhusker Economics*, April 12, 2017, Department of Agricultural Economics, University of Nebraska-Lincoln. [Available here](#)

In Preparation:

1. **Ganguly D.**, S. Banerjee and C.R. Gustafson, “Role of Gender Identity on Conservation Effort Choice on Rented Farmland – An Experimental Approach” [Working Paper](#)
2. **Ganguly D.**, P. Feldman, P.J. Ferraro, K.D. Messer, M. N. Bernedo Del Capario and C. Weigel, “Can students be stand-ins for farmers: When measuring risk and time preferences?”
3. **Ganguly D.**, P.J. Ferraro, R. Gordon, M. Masters and K.D. Messer, “How Best to Invest the Next Conservation Dollar: An Experimental Test of Technical Assistance versus Financial Assistance.”
4. S. Priestley, **D. Ganguly²**, M.A. Palma and K.D. Messer, “Consumer Avoidance of Potentially Negative Information about Food.”

¹ Apart from the first author all names appear in alphabetical order.

² Lead authorship is shared

Research Funding:

Walton Family Foundation. 2023-2025. “Addressing the Challenges of the New Federal Funding for Conservation: Empowering Citizen Science and Testing the Cost-Effectiveness of Financial Incentive Schemes versus Technical Assistance to Improve Sustained Conservation Outcomes for NRCS programs.” \$150,000. K.D. Messer (PI), P. Feldman and **D. Ganguly** (co-PIs).

Environmental Protection Agency. 2024-2025. “Improving Rural Development: Addressing Concerns of PFAS, Nitrates, and Emerging Pollutants.” \$120,000. K. D. Messer (PI), **D. Ganguly**, M. Heintzelman, and M. Kecinski (Co-PIs).

Software and Computing Skills

STATA, zTree, oTree, Python

Honors and Awards

2024	Agricultural & Applied Economics Association Meetings, Travel Grant
2022	Tomek Outstanding Ph.D. Student Award- awarded by the Agricultural Economics Department, University of Nebraska-Lincoln
2018	Outstanding Service to Graduate Students Award -awarded by the Agricultural Economics Graduate Student Association
2016	J.B. Hassler Fellowship, University of Nebraska – Lincoln

Academic Presentations

2024	Association of Environmental and Resource Economists, Summer Conference, Washington D.C. Northeastern Agricultural and Resource Economics Association Annual Meeting, Delaware Agricultural and Applied Economics Association Annual Meeting 2024, New Orleans
2023	Association of Environmental and Resource Economists, Professional Development Panel Series, AERE Graduate Student Engagement Committee Agricultural and Applied Economics Association Annual Meeting, Washington D.C. Environmental and Natural Resources Economics Seminar Series, University of Rhode Island, Kingston, Rhode Island.
2022	INFORMS 2022, Indianapolis, IN

	Agricultural and Applied Economics Association Annual Meeting, Anaheim, CA
	Northeastern Agricultural and Resource Economics Association Annual Meeting, Mystic, CT
2021	Online Summer Workshop in Environment, Energy, and Transportation (Economics) [OSWEET] (Virtual)
	Applied Economics Seminar Series, University of Delaware, Newark, Delaware
	PC13: Pre-Conference Workshop, Agricultural and Applied Economics Association Annual Meeting (hybrid), Austin, Texas
	Economic Science Association Global Online Around the Clock Meetings (Virtual)
2021	Northeastern Agricultural and Resource Economics Association Annual Meeting (Virtual)
2020	Agricultural and Applied Economics Association Annual Meeting (Virtual)
	Western Agricultural Economics Association Annual Meeting (Virtual)
	Northeastern Agricultural and Resource Economics Association Annual Meeting (Virtual)
2019	Western Agricultural Economics Association Annual Meeting, Coeur D'Alene, Idaho

Teaching Experience

2022-2023

Guest Lecturer for Experimental Economics (graduate), University of Delaware

Co-instructor, Experimental Economics (graduate), University of Delaware

Guest Lecturer, Resource and Environmental Economics -I University of Nebraska-Lincoln (undergraduate)

2018-2021

Teaching assistant for Microeconomic Models and Applications with Dr Lia Nogueira (graduate), University of Nebraska-Lincoln

Teaching Assistant, Resource and Environmental Economics I with Dr Simanti Banerjee(undergraduate), University of Nebraska-Lincoln

Instructor for Math Review course (graduate), University of Nebraska-Lincoln

Service

- 2024 Coordinator and Organizer, Center for Behavioral and Experimental Agri-Environmental Research Seminar Series
- Abstract Reviewer- 2024 North Eastern Agricultural and Resource Economics Association Annual Meeting
- 2023 Abstract Reviewer- 2023 North Eastern Agricultural and Resource Economics Association Annual Meeting
- NAREA Scholar's Committee Member (2023-24)
- 2022 Abstract Reviewer -2022 Agricultural and Applied Economics Association
- 2022 NAREA Scholar's Committee Member (2022-23)
- 2017 President – Agricultural Economics Graduate Student Association (2017-18)

Manuscript Referee

Food Policy, Journal of the Agricultural and Applied Economics Association, Journal of Agricultural and Resource Economics

Student Mentorship and Advising

Master's Thesis Committee:

Abigail Crittenden, Applied Economics and Statistics, University of Delaware

Thesis Topic: The Effects of Social Norm and Threat of Enforcement on Willingness to Pay for Septic System Maintenance

Internal Report:

Graduate Students Experiences at the University of Delaware: Findings from the 2021 GradSeru Survey, University of Delaware

Project WiCCED Undergraduate Research Program:

Supervision included training and mentoring undergraduate students towards research activities, planning and organizing experiment design workshops, experimental pilots and data collection, and refereeing for summer internship applications.

Sheryl Chan, Undergraduate Research Intern, University of Delaware

Charles Sobocinski, Undergraduate Research Intern, University of Delaware