Robert Laurent Scharff

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PROFESSIONAL EXPERIENCE

August 2005 – present: **The Ohio State University**, Columbus. OH.

- Professor, Department of Human Sciences (2020-).
- Associate Professor, Department of Human Sciences (2011-2020).
- Assistant Professor, Department of Consumer Sciences (2005-2011).
- Faculty, Ohio Agricultural Research and Development Center (Hatch project).
- Center for Foodborne Illness Research and Prevention: Founding Member.
- Food Innovation Center: Founding Member.
- Infectious Diseases Institute: Member.
- Global One Health Initiative: Affiliated Faculty.
  Instructor, GOHi Summer Institute, Ethiopia: July 2019, July 2020 (virtual).

June to August 2004: **Institute for Justice**, Washington, DC.

- Law Clerk. Wrote arguments for a Supreme Court brief.

June 1999 to July 2002: **Food and Drug Administration, Center for Food Safety and Applied Nutrition (CFSAN),** Washington, DC and College Park, MD.

- Economist (Food Safety). Conducted economic evaluations for food safety programs and contributed to design of risk assessments.

July 1998 to June 1999: **Tulane University,** New Orleans, LA

- Visiting Assistant Professor, Department of Economics
- Instructor for four classes.

EDUCATION

2005 J.D. **George Mason University School of Law**, Arlington, VA.

- Graduated *cum laude*
- Robert A. Levy Fellow
- Founding Articles Editor: Journal of Law, Economics, and Policy
- Staff Member: Civil Rights Law Journal
- Teaching Assistant, Fall 2002 (Law and Economics)

1999 Ph.D. **Duke University**, Durham, NC.

- Economics.
- Research Assistant: W. Kip Viscusi (1994-1997)
- Teaching Assistant: multiple classes (1993-1996)
- Instructor: Law and Economics

1990 B.A. **George Mason University**, Fairfax, VA.

- Economics and Latin American Studies

AWARDS

- Journal of Food Protection, Most Cited Paper Award, 2017.
  Most cited paper in Journal of Food Protection over previous 5 years.
- ACCI Applied Consumer Economics Award, 2014 (With Hua Zan).
  Award for best applied consumer economics paper at 2014 ACCI conference.
- OSU OARDC Multi-disciplinary Team Research Award, 2013.
  Award for research efforts of a multidisciplinary team focused on food safety.
- Dean's Distinguished Scholarship Award, OSU College of Education and Human Ecology, 2010. College award for impactful research on the economics of food safety.

PUBLICATIONS

[*]Designates student author, [S]Designates senior author on student paper

1. Aaron T. E. Beczkiewicz, **Robert L. Scharff**, and Barbara B. Kowalcyk. 2020. Facilitating Evaluation of Hemolytic Uremic Syndrome Long-Term Health Outcomes Through Social Media Support Groups. Frontiers in Public Health. 8, 544154.
2. Brecht Devleesschauwer, Sara M. Pires, Barbara B. Kowalcyk, **Robert L. Scharff**, Arie H. Havelaar, and Niko Speybroeck. 2020. Risk Metrics: Quantifying the Impact of Adverse Health Effects. In *Risk Assessment Methods for Biological and Chemical Hazards in Food*. Edited by Fernando Rodriguez. Springer Nature. *In Press*.
3. **Robert Scharff.** 2020. Food Attribution and Economic Cost Estimates for Meat and Poultry Related Illnesses. *Journal of Food Protection*, 83 (6): 959-967.
4. Andrew S. Hanks, Carolyn Gunther, Dean Lillard, **Robert Scharff.** 2019. Data Providing Detailed County Level Information for eWIC Rollout in Ohio. *Data in Brief*, 24, 103955.
5. Andrew S. Hanks, Carolyn Gunther, Dean Lillard, **Robert Scharff.** 2019. From Paper to Plastic: Understanding the Impact of eWIC on WIC Recipient Behavior. *Food Policy*, 83, 83-91.
6. **Robert L. Scharff.** 2018. The Economic Burden of Foodborne Illness in the United States. In *Food Safety Economics*. Edited by Tanya Roberts. Springer Nature. 123-142.
7. **Robert L. Scharff** and Craig Hedberg. 2018. The Role of Surveillance in Promoting Food Safety. In *Food Safety Economics*. Edited by Tanya Roberts. Springer Nature. 251-266.
8. Tanya Roberts and **Robert L. Scharff.** 2018. Pathogen Information is the Basic Problem for Economic Incentives. In *Food Safety Economics*. Edited by Tanya Roberts. Springer Nature. 13-28.
9. Brecht Devleesschauwer, **Robert L. Scharff,** Barbara Kowalcyk, and Arie Havelaar. 2018. Burden and Risk Assessment of Foodborne Disease. In *Food Safety Economics*. Edited by Tanya Roberts. Springer Nature. 83-106.

10. [*]Hua Zan and [S]**Robert L. Scharff.** 2018. The Effects of Children's Health on Mothers' Labor Market Outcomes." *Journal of Family and Economic Issues.* 39(2): 297-309.

11. [*]Anupama Sukhu, Soobin Seo, **Robert Scharff,** and Blair Kidwell. Emotional Intelligence in Transcendent Customer Experiences. 2018. *Journal of Consumer Marketing,* 35(7): 709-720.

12. [*]Anupama Sukhu and [S]**Robert Scharff**. 2018. Will 'doing right' lead to 'doing well'? An examination of green behavior, *Journal of Consumer Marketing*, 35(2), 169-182.

13. [*]Hua Zan, Maria Lambea, Joyce McDowell, and [S]**Robert L Scharff.** 2017. An Economic Evaluation of Food Safety Education Interventions: Estimates and Critical Data Gaps. *Journal of Food Protection.* 80(8) 1355-1363.

14. [*]Jihee Choi and [S]**Robert L. Scha**rff. Effect of a Publicly Accessible Disclosure System on Food Safety Inspection Scores in Retail and Food Service Establishments. 2017. *Journal of Food Protection.* 80(7): 1188-1192.

15. Patricia Kendall, **Robert Scharff**, Susan Baker, Jeffrey LeJeune, John Sofos, and Lydia Medeiros. 2017. Food Safety Instruction Improves Knowledge and Behavior Risk and Protection Factors for Foodborne Illnesses in Pregnant Populations. *Maternal and Child Health Journal.* 21(8): 1686-1698.

16. Hua Zan and **Robert L. Scharff.** 2017. Regional Differences in the Value of Statistical Life. *Journal of Consumer Policy* 40(2): 157-176.

17. **Robert L Scharff,** John Besser, Donald J. Sharp, Timothy F. Jones, Peter Gerner-Smidt, Craig W Hedberg. 2016. An Economic Evaluation of PulseNet: A Network for Foodborne Disease Surveillance. *American Journal of Preventive Medicine*. 50(5): S66-S73.

18. **Robert L. Scharff.** 2015. State Estimates for the Annual Cost of Foodborne Illness. *Journal of Food Protection.* 78(6): 1064-1071.

19. [*]Hua Zan and [S]**Robert L. Scharff.** 2015. The Heterogeneity in Financial and Time Burden of Caregiving to Children with Chronic Conditions. *Maternal and Child Health Journal*. 19(3): 615-625.

20. **Robert Scharff** and Sherzod Abdukadirov. 2014. FDA Misses the Mark with Food Labeling Rules. *Regulation*. 37(4): 34-38.

21. Tansel Yilmazer and **Robert L. Scharff**. 2014. Precautionary Savings against Health Risks: Evidence from the Health and Retirement Study. *Research on Aging*. 35(1): 1-27.

22. **Robert L. Scharff.** 2012. The Economic Burden from Health Losses due to Foodborne Illness in the United States. *Journal of Food Protection.* 75(1):123-131.

23. **Robert L. Scharff** and W. Kip Viscusi. 2011. Heterogeneous Rates of Time Preference and the Decision to Smoke. *Economic Inquiry*. 49(4): 959-972.

24. Cäzilia Loibl and **Robert L. Scharff.** 2010. Examining the Effect of Expressing a Quantitative Goal on Consumer Savings. *The Journal of Consumer Affairs.* Vol: 44:127-154

25. **Robert L. Scharff.** 2009. Obesity and Hyperbolic Discounting: Evidence and Implications. *Journal of Consumer Policy*. Vol. 32: 3-21.

26. **Robert L. Scharff**, Joyce McDowell, and Lydia Medeiros. 2009. Evaluation of an Educational Intervention Using the Enhanced Food Safety Cost-of-Illness Model. *Journal of Food Protection*. Vol. 1, no. 72: 137-141.

27. **Robert L. Scharff**, Joyce McDowell, and Lydia Medeiros. 2009. The Economic Cost of Foodborne Illness in Ohio. *Journal of Food Protection*. Vol. 1, no. 72: 128-136.

28. **Robert L. Scharff** and Amber Jessup. 2007. Evaluating Chronic Disease for Heterogeneous Populations: The Case of Arthritis. *Medical Care*. Vol. 45, no. 9: 860-868.

29. **Robert L. Scharff.** 2007. A Common Tragedy: Condemnation and the Anticommons. *Natural Resources Journal*. Vol. 47, no. 1. 165-194.

30. **Robert L. Scharff** and Francesco Parisi. 2006. The Role of Status Quo Bias and Bayesian Learning in the Creation of New Legal Rights. *Journal of Law, Economics and Policy*. Vol. 3, no. 1: 25-45.

31. **Robert L. Scharff.** 2005. An Analysis of Municipal Drug and Prostitution Exclusion Zones. *Civil Rights Law Journal*. Vol. 15, no. 2: 321-340.

32. Richard Raybourne, Kim M. Williams, Tanya Roberts, Paul Frenzen, J. Sobel, S. O'Conner, Amber Jessup, Christina McLaughlin, Clark Nardinelli, **Robert Scharff.** 2003. Food Poisoning: Economic Implications. Edited by Benjamin Caballero (Ed.), *Encyclopedia of Food Sciences and Nutrition (Second Edition)* Elsevier Science Ltd. 2672-2682.

33. W. Kip Viscusi, Wesley Magat, and **Robert L Scharff.** 1996. Asymmetric Assessments in Valuing Pharmaceutical Risks. *Medical Care*. Vol. 34, no. 12: DS34-DS47.

34. W. Kip Viscusi and **Robert L. Scharff**. 1996. The Structure of the Legal Bargaining Game. In *Dispute Resolution: Bridging the Settlement Gap*. Edited by David Anderson. Greenwich, Connecticut: JAI Press. 145-166.

Technical Reports

1. **Robert L. Scharff.** Health-Related Economic Costs Associated with Illnesses from Meat and Poultry. For the Meridian Institute/Pew. 2017.

2. Andrew S. Hanks, Carolyn Gunther, **Robert Scharff,** and Leslie Stoel. WIC Recipient Behavior in the Transition to the Electronic Benefit Transfer System. White paper submitted to Center for Behavioral Economics and Healthy Food Choice. Duke/University of North Carolina. 2015.

3. **Robert L. Scharff.** An Economic Evaluation of the PulseNet Surveillance System. 2011.

4. **Robert L. Scharff.** Health-Related Costs from Foodborne Illness in the United States. The Produce Safety Project at Georgetown University, A Pew Charitable Trusts Initiative. 2010.

5. Richard Williams, **Robert L. Scharff**, and Dave Bieler. Food Safety in the 21st Century. Mercatus on Policy. The Mercatus Institute. George Mason University. 2010.

Articles and Abstracts in Proceedings

1. **Robert L. Scharff** and Eunice Hong. "Saving for Future Health Expenditures: Evidence from the Health and Retirement Survey." In: Consumer Interests Annual. 60. 2014.
2. **Robert Scharff.** "The Economic Cost of Foodborne Illness from Contaminated Produce in the United States." Journal of Food Protection. Vol. 73: 49. 2010.
3. **Robert L. Scharff.** The Economics of Foodborne Illness in the United States and China. Proceedings of the Interdisciplinary Conference on Food, Environment, and Public Health. X'ian City, China. 2009.
4. Joyce R McDowell, **Robert Scharff** and Lydia Medeiros. Evaluating an Educational Intervention Using the Enhanced Food Safety Cost of Illness Model. SNE 2009 Annual Conference Proceedings, 41: S46. 2009.
5. Mei-Chi Fang and **Robert L. Scharff.** "Determinants of Elderly Obesity in Urban, Suburban and Rural Communities." In: Consumer Interests Annual. 54. 2008.
6. **Robert L. Scharff** and Tansel Yilmazer. "Uncertain Health Expenditures and Precautionary Savings: Evidence from the Health and Retirement Study." In: Consumer Interests Annual. 54. 2008.
7. Cäzilia Loibl and **Robert Scharff.** Are Good Intentions Enough? Encouraging Regular Savings through Implementation Intentions. Advances in Consumer Research, 33. 2007.
8. Cäzilia Loibl and **Robert L. Scharff**. Intrapersonal Commitment Mechanisms to Encourage Regular Saving. Abstract. Proceedings of the 2006 Conference of the International Association for Research in Economic Psychology and the Society for the Advancement of Behavioral Economics (IAREP-SABE). 2006.
9. **Robert L. Scharff.** "Response to Neal Hooker and Wenjing Shang: Using Consumer Information to Improve Recalls." In: Battelle Policy Day Working Paper Series. April, 2006.

EXTERNAL FUNDING

Funding for projects that I have been part of total over $25 million.

Federal

1. Barbara Kowalcyk, Sanja Ilic, Kara Morgan, **Robert Scharff,** Ahmed Yousef, Sam Kariuki, Robert Onsare, Catherine Kunyanga, Kathy Colverson, Arie Havelaar (sub-contract to a Purdue University Feed the Future Innovation Lab for Food Safety grant). "Chahula Salama: A Risk-Based Approach to Reducing Foodborne Disease and Increasing Production of Safe Foods in Kenya." USAID. October 2020-September 2024.
   Role: **Co-PI** leading economic evaluation efforts. OSU subcontract value: **$699,726.**

2. **Robert L. Scharff** and Barbara Kowalcyk. (sub-contract to University of Florida $7.3 million grant). "Scientific Challenges and Cost-Effective Management of Risks Associated with Implementation of Produce Safety Regulations." National Institute of Food and Agriculture. PI: Michelle Danyluk, University of Florida. September 2020-September 2024. Role: **Co-PI and Project Director for OSU**. OSU subcontract value: **$560,715.**

3. **Robert L. Scharff** (sub-contract to Michigan State University $10 million grant). "Sustainable, Systems-Based Solutions for Ensuring Low-Moisture Food Safety." National Institute of Food and Agriculture. PI: Bradley Marks, Michigan State University. September 2020-September 2025.
   Role: **Co-PI and Project Director for OSU**. OSU subcontract value: **$499,065.**

4. **Robert L. Scharff**. (sub-contract to MSU $2 million grant). "An Integrated Approach to Enhancing the Microbial Safety of Fresh-Cut Fruit and Vegetable Salads during Processing, Packaging, and Distribution." USDA/NIFA. January 2012-August 2016.
   Role: **Co-PI and Project Director for OSU**. OSU subcontract value **$105,000.**

5. Lydia Medeiros, Jeffrey LeJeune, **Robert Scharff**, Patricia Kendall, Susan Bake, John Sofos. "Risk and Protection Factors for Foodborne Illnesses in Perinatal and Infant Populations." USDA/CSREES, October 2006-September 2011,
   Role: **Co-PI** leading empirical analysis efforts**.** Grant value: **$1,500,000.**

Foundation and Other External Funding

1. Barbara Kowalcyk, Wondwossen Gebreyes, **Robert Scharff,** Jason Scheffler, Ahmed Yousef, Mark Weir, Arie Havelaar, Kara Morgan. **Co-I.** "The Assessment and Management of Risk from non-Typhoidal *Salmonella*, Diarrheagenic *Escherichia coli* and *Campylobacter* in Raw Beef and Dairy in Ethiopia." Bill and Melinda Gates Foundation. 2018-2022. **$3,391,062.** Role: Lead for 2 objectives.

2. **Robert Scharff.** "Health Costs Associated with Meat and Poultry Illnesses." The Meridian Institute for Pew Charitable Trusts. 2016-2017. **$21,500.**

3. Andrew Hanks, Carolyn Gunther, **Robert Scharff,** Leslie Stoel. **Co-PI** "Behavioral Economics and Cost Reductions in the WIC Program." Duke-UNC USDA Center for Behavioral Economics and Healthy Food Choice Research (BECR). April 2015-December 2015. **$6,500.**

4. **Robert L. Scharff. PI.** "The Economic Cost of Foodborne Illness Attributable to Contaminated Produce Products in the United States." The Produce Safety Project at Georgetown University for Pew Charitable Trusts. May 2009-August 2010. **$47,000**.

5. **Robert L. Scharff. PI.** "Foodborne Disease Surveillance Cost Benefit Analysis." Association of Public Health Laboratories. January 2009-September 2010. **$100,000**.

Intramural (OSU)

1. Barbara Kowalcyk, Robert Scharff, Joan-Miquel Balada Llasat. **Co-I**. "Developing Methods for Assessing the Public Health Impact of Foodborne Illness Using Electronic Medical Records." OSU OARDC Team Science SEEDS Grant. 2020-2022. **$76,712**.

2. Kara Morgan, Barb Kowalcyk, Mike DeKay, Rob Scharff. **Co-PI.** "Using Value of Information to Prioritize/Incentivize Data Collection for Foodborne Illness Attribution." OSU Food Sciences Workshop Grant. July-December 2020. **$1,930**.

3. Andrew Hanks, Carolyn Gunther, **Robert Scharff,** Julie Kennel, Pat Bebo. **Co-PI**. "Establishing Partnerships between Academia, State Agencies, and Private Business to Deliver Nutrition Assistance to the Poor." OSU Connect and Collaborate program. 2018-2019. **$27,500**.

4. Christopher Taylor, Diane Habash, Colleen Spees, Rick Weiss, Randall Wexler, Sarah Rusnak, **Robert Scharff,** Ihuoma Eneli, Kay Wolf, Thelma Patrick. **Co-I** "Technology Innovations to Promote Health." OSU Food Innovation Center Seed Grant. November 2011. **$2,500**.

5. Parwinder S. Grewal, Michael Leiblein, **Robert Scharff**. **Co-I** "A Comprehensive Cost-Benefit Analysis of Urbanizing Food Systems." OSU Food Innovation Center Seed Grant. July 2011-June 2012, **$25,000.**

6. Robert Murray, Cheryl Achterberg, Matthew Kleinhenz, Joyce McDowell, **Robert Scharff. Co-I** "A Transdisciplinary Approach to Obesity Prevention in Preschool Age Children." OSU Food Innovation Center Seed Grant. June 2010-June 2011. **$25,000**.

7. **Robert L. Scharff. PI.** "Evaluation of Food and Drug Administration Rules for Food Safety." Mercatus Institute. January 2008-August 2009. **$3,000**.

8. Neal H. Hooker**, Robert Scharff,** Hugo Melgar-Quininez, Curtis Haugtvedt, and Gail Kaye. **Co-I** "Time Preference, Commitment Mechanisms, and Obesity." OARDC SEEDS Interdisciplinary Team Grant, May 2007-May 2009, **$100,000**.

PRESENTATIONS

[I]Designates invited presentation

International

1. **Robert L. Scharff.** The Role of Economics in Risk Analysis (As part of a symposium: Building a Risk-based Food Safety System from Scratch). Society for Risk Analysis Annual Meeting. Arlington, VA. (December 9, 2019).

2. **Robert L. Scharff.** Restaurant Food Consumption and Diarrheal Illness: What Is the Relationship? International Association for Food Protection Annual Meeting. Louisville, KY. (July 23, 2019).

3. **Robert L. Scharff**, Arie Havelaar, Mengistu Ketema, Barbara Kowalcyk, and Mark Weir. Using Risk Analysis to Estimate the Economic Burden of Foodborne Disease in Sub-Saharan Africa. The Case of Ethiopia. Society for Risk Analysis - Fifth World Congress on Risk. Cape Town, South Africa. (May 7, 2019).

4. **Robert L. Scharff.** The Health-Related Economic Burden of Foodborne Illness from Meat and Poultry. International Association for Food Protection Annual Meeting. Tampa, FL. (July 10. 2017).

5. **Robert L. Scharff.** Effect of WIC Participation on Future Diet and Health. 2017 American Council on Consumer Interests Conference. Albuquerque, NM (April 22, 2017).

6. **Robert L. Scharff.** Information and the Creation of Positive Economic Incentives for Food Safety Performance. International Association for Food Protection Annual Meeting. St Louis, MO. (August 2, 2016).

7. **Robert L. Scharff.** Food Safety Behaviors and Diarrheal Illness. 2016 American Council on Consumer Interests Conference. Washington, DC (June 8-10, 2016).

8. **Robert L. Scharff.** Food Consumption, Food Handling, and Diarrheal Illness. IAFP European Symposium on Food Safety. Athens, Greece. May (11-13, 2016).

9. **Robert L. Scharff.** The Role of Economics in Food Safety Risk Analysis. 9th International Conference on Predictive Modeling in Foods. Rio de Janeiro, Brazil. (September 10, 2015).

10. [I]**Robert Scharff,** Panelist. ACCI Professional Development Workshop. American Council on Consumer Interests Conference. St Petersburg, FL. (May 20, 2015).

11. **Robert Scharff.** Estimates for the Cost of Foodborne Illness across US States. International Association for Food Protection Annual Meeting. Indianapolis, IN. (August 5, 2014).

12. **Robert Scharff** and Eunice Hong. Saving for Expected Health Expenditures: A Focus on the Behavior of Older Obese Households. IHEA Conference. Dublin, Ireland. (July 13-16, 2014).

13. **Robert Scharff** and Eunice Hong. Saving for Future Health Expenditures: Evidence from the Health and Retirement Study. ACCI Conference. Milwaukee, WI. (April 9 – 11, 2014).

14. Hua Zan and **Robert Scharff.** Labor Market Decisions of Mothers with Chronically Ill Children. 2014 ACCI Conference. Milwaukee, WI. (April 9 – 11, 2014).

15. Margaret Binkley, **Robert Scharff,** and Jack Neal. 2012. Causes and Consequences of Restaurant Closures for Food Safety Violations. International Association for Food Protection Annual Meeting. Providence, RI (July 22-25, 2012)

16. **Robert Scharff**. Economic Benefits from a Food Safety Education Program. International Association for Food Protection Annual Meeting. Providence, RI (July 22-25, 2012)

17. **Robert L. Scharff.** The Economic Cost of Foodborne Illness from Contaminated Produce in the United States. International Association for Food Protection 96th Annual Meeting. Anaheim, CA. (August 1-4, 2010)

18. **Robert Scharff.** Regional Differences in Value of Statistical Life and Value of Statistical Life Year Estimates. AAEA & ACCI Joint Annual Meeting. Milwaukee, WI. (July 28, 2009)

19. Tansel Yilmazer and **Robert Scharff.** Precautionary Savings against Health Risks: Evidence from the Health and Retirement Study. AAEA & ACCI Joint Annual Meeting. Milwaukee, WI. (July 28, 2009)

20. Lydia Medeiros, **Robert Scharff,** et. al. Education Influences Food Safety Knowledge and Behavior of Pregnant, Low-Income English- and Spanish-Speaking Women. International Association for Food Protection 96th Annual Meeting. Grapevine, TX. (July 12 – 15, 2009)

21. **Robert L. Scharff**. The Economic Cost of Health Losses from Foodborne Illness. International Association for Food Protection 96th Annual Meeting. Grapevine, TX. (July 12 – 15, 2009)

22. [I]**Robert Scharff.** Economics of Foodborne Illness in the United States and China. Interdisciplinary Conference on Food, Environment, and Public Health. X'ian City, China. (June 20 – 22, 2009)

23. Mei-Chi Fang and **Robert L. Scharff.** Determinants of Elderly Obesity in Urban, Suburban and Rural Communities. AAEA & ACCI Joint Annual Meeting, Orlando, FL. (July 29, 2008)

24. **Robert L. Scharff** and Tansel Yilmazer. Uncertain Health Expenditures and Precautionary Savings: Evidence from the Health and Retirement Study. AAEA & ACCI Joint Annual Meeting, Orlando, FL. (July 27 – 29, 2008)

25. Neal H. Hooker, Wenjing Shang, and **Robert Scharff.** Crisis Communication during Food Recalls: The Role of Retailers. ACCI Annual Conference, St. Louis, MO. (April 19, 2007)

26. **Robert L. Scharff.** Obesity and Hyperbolic Discounting: Evidence and Implications for Consumer Policy. ACCI Annual Conference, St. Louis, MO. (April 17, 2007)

27. Cäzilia Loibl and **Robert Scharff.** Intra- and Interpersonal Commitment Mechanisms to Encourage Regular Savings. IAREP-SABE Congress, Paris, France. (July 5 - 8, 2006)

28. **Robert L Scharff.** Demographics, Politics, and the Rise of Cigarette Regulation. Western Economic Association International 81st Annual Conference, San Diego, CA. (June 29 - July 3, 2006)

29. **Robert L. Scharff** and Amber Jessup. Valuing Chronic Disease for Heterogeneous Populations: The Case of Arthritis. Western Economic Association International Annual Conference, Seattle, WA. Seattle, WA. (June 29 - July 3, 2002)

National

1. Andrew S. Hanks, **Robert Scharff,** and Carolyn Gunther. WIC Recipient Behavior in the Transition to the Electronic Benefit Transfer System. NBER Summer Institute, Health Economics. Boston, MA. (July 25, 2016).

2. Jihee Choi and **Robert Scharff.** Does adopting a color-coded restaurant grading system help foodservice staff make more efforts to ensure the food safety for consumers? 19th Annual Graduate Student Research Conference in Hospitality and Tourism. Houston TX, (January 3-5, 2014).

3. Anupama Sukhu and **Robert Scharff.** Will 'Doing Right' Lead to 'Doing Well'? - An Examination of Purchase Intentions of Hotel Consumers from a Green Perspective. 19th Annual Graduate Student Research Conference in Hospitality and Tourism. Houston TX, (January 3-5, 2014).

4. Travis Mountain and **Robert Scharff.** Life Insurance and Precautionary Savings. Academy of Financial Services, 27th Annual Meeting. Chicago, IL. (October 17-18, 2013).

5. [I]**Robert Scharff.** Economic Burden of Foodborne Illness Outbreaks. FDA Pacific Regional Retail Food Seminar. Pleasanton, CA (September 18-20, 2012).

6. [I]**Robert Scharff.** The High Costs of Foodborne Illness. Lillian Fountain Smith Conference for Nutrition Educators. Fort Collins, CO. (June 7-8, 2012)

7. [I]**Robert Scharff.** Approaches to Burden of Disease Quantification. The Burden of Foodborne Disease & Long-Term Health Outcomes. Durham, NC. (May 14, 2012)

8. [I]**Robert Scharff.** The Economics of Food Safety. 13th Annual National Value-Added Agriculture Conference. Pittsburgh, PA. (June 26-28, 2011)

9. **Robert L. Scharff** and Hua Zan. Regional Variation in the Value of Statistical Life: Implications for Cost of Foodborne Illness Estimates. Society for Risk Analysis Annual Meeting. Salt Lake City, UT. (December 5 – 8, 2010)

10. Hua Zan and **Robert L. Scharff.** Regional Differences in the Value of Statistical Life. Southern Economic Association Annual Meeting. Atlanta, GA. (November 20 – 22, 2010)

11. [I]**Robert L. Scharff.** PulseNet Cost-Benefit Study Update. 14th Annual PulseNet Update Meeting. Chicago, IL. (August 31, 2010)

12. [I]**Robert L. Scharff.** Assessing the Benefits and Costs of PulseNet. Council to Improve Outbreak Response (CIFOR) Meeting. St. Louis, MO. (September 21, 2010)

13. **Robert L. Scharff.** Prevention through Surveillance: The Efficacy of the PulseNet Laboratory System as a Means of Preventing Foodborne Illness. Society for Risk Analysis Annual Meeting. Baltimore, MD. (December 8, 2009)

14. **Robert L. Scharff.** Foodborne Surveillance Benefit Cost Analysis. Advancing the Practice of Benefit-Cost Analysis, to Society for Benefit Cost Analysis. Washington, DC. (October 20, 2009)

15. [I]**Robert Scharff.** Evaluating the Cost of Foodborne Illness to Consumers. NCCC-052 Family Economics Research Meeting. (October 15, 2009)

16. Joyce R. McDowell, **Robert Scharff,** and Lydia Medeiros. Evaluating an Educational Intervention Using the Enhanced Food Safety Cost of Illness Model. Society for Nutrition Education Annual Conference. (July 11 – 15, 2009)

17. **Robert L. Scharff.** Effectiveness of Food Safety Education for Low-Income Pregnant Women. Society for Risk Analysis Annual Meeting. Boston, MA. (December 7 – 10, 2008)

18. **Robert L. Scharff.** The Economic Burden of Foodborne Illness in the United States. Society for Risk Analysis Annual Meeting. Boston, MA. (December 7 – 10, 2008)

19. **Robert Scharff.** Why Do the Insured Use More Health Care? The Role of Insurance-Induced Unhealthy Behaviors. Southern Economic Association Annual Meeting. Washington, DC. (November 20 – 23, 2008)

20. **Robert L. Scharff**. Effect of Food Code Adoption on the Risk from Foodborne Illness. Society for Risk Analysis Annual Meeting, San Antonio, TX. (December 10, 2007)

21. **Robert Scharff,** Joyce McDowell, and Lydia Medeiros. Toward a Comprehensive Economic Evaluation of Food Safety in Ohio. Society for Risk Analysis Annual Meeting, San Antonio, TX. (December 10, 2007)

22. **Robert Scharff** and Neal Hooker. Hyperbolic Discounting and the Failure of Risk Management Efforts to Combat Obesity. Society for Risk Analysis Annual Meeting, Baltimore, MD. (December 3 – 6, 2006)

23. Wenjing Shang, Neal H. Hooker and **Robert Scharff.** Crisis Communication During Food Recalls: The Role of Retailers. Society for Risk Analysis Annual Meeting, Baltimore, MD. (December 3 – 6, 2006)

24. **Robert L Scharff**. Obesity Suits: Fat Chance or Fat City? Southern Economic Association, 76th Annual Meeting, Charleston, SC. (November 18 - 21, 2006)

25. Cäzilia Loibl and **Robert Scharff.** Are Good Intentions Enough? Evaluation of an America Saves Program. Annual Conference of the Association for Financial Counseling and Planning Education (AFCPE), Orange County, CA. (November 15 - 17, 2006)

26. Cäzilia Loibl and **Robert Scharff.** Intra- and Interpersonal Commitment Mechanisms to Encourage Regular Savings. Association for Consumer Research, North American Conference, Orlando, FL. (September 28 - October 1, 2006)

27. Meebok Kim, Neal Hooker and **Robert L. Scharff.** 2006. Regional-Level Comparison of the Cost of Food Safety Failures. American Agricultural Economics Association Annual Conference, Long Beach, CA. (July 23 - 25, 2006)

28. **Robert Scharff and Daniel Polsby.** A Deadly Solution: Crack, Homicide, and the Decline of Crime in America. American Law & Economics Association Annual Meeting, NY, NY. (May 7, 2005)

29. **Robert L Scharff.** Economic Valuation of Health Risks. Society for Risk Analysis Annual Meeting, Seattle, WA. (December 3 – 6, 2000)

Local

1. [I]**Robert L. Scharff.** The Economics of Foodborne Illness. Center for Foodborne Illness Research and Prevention Inaugural Event. Columbus, OH. (November 14, 2019).

2. [I]**Robert L. Scharff.** The Economics of Foodborne Illness. Minnesota Department of Health. St. Paul, MN. (June 28, 2019).

3. [I]**Robert L. Scharff.** The Economics of Foodborne Illness. Division of Environmental Health Sciences, University of Minnesota School of Public Health. Minneapolis, MN. (June 27, 2019).

4. [I]**Robert L. Scharff,** Barbara Kowalcyk, Mengistu Ketema, Arie Havelaar, and Mark Weir. Food Safety Economics in the United States and Ethiopia. Human Nutrition Seminar Series. Columbus, OH. (March 1, 2019).

5. **Robert L. Scharff.** Food-Related Factors Associated with Gastrointestinal Illness. Consumer Sciences Seminar Series. Columbus, OH. (November 9, 2018).

6. [I]**Robert Scharff.** Recent Estimates of the Economic Cost of Foodborne Illness. Michigan State Department of Food Science and Human Nutrition Seminar. East Lansing, MI (March 26, 2014).

7. Jihee Choi and **Robert Scharff**. Does adopting color-coded restaurant grading system help foodservice staff make more efforts to ensure the food safety? EHE Student Research Forum. Columbus, Ohio (February 7, 2014).

8. [I]**Robert Scharff.** Behavioral Aspects of Food Consumption. Mountains of Data Summit. Columbus, OH (January 24, 2014).

9. [I]**Robert Scharff.** New Estimates of the Health-Related Costs from Foodborne Illness. Arkansas Association for Food Protection Annual Meeting. Springdale, AR. (September 13-14, 2011)

10. [I]**Robert L Scharff.** Risk Analysis in Consumer Sciences. Fostering Collaboration in Risk Analysis, Agricultural Risk Analysis Program, Columbus, OH. Columbus, OH. (May 17, 2006)

11. [I]**Robert L Scharff.** Using Consumer Information to Improve Recalls: A Response. Battelle Policy Day, The John Glenn Institute, The Ohio State University. Columbus, OH. (February 7, 2006)

12. [I]**Robert L. Scharff**. Food Safety at the Food and Drug Administration. Ohio ServSafe. Columbus, OH. (2005)

13. **Robert L Scharff.** The Role of Status Quo Bias and Bayesian Learning in the Creation of New Legal Rights. Robert A. Levy Fellows Workshop, George Mason University School of Law, Fairfax, VA. (November 6, 2003)

14. **Robert L Scharff.** The Effect of Changes in the Voting Population on Optimal Candidate Strategy: The Case of Cigarette Smoking. Robert A. Levy Fellows Workshop, George Mason University School of Law, Fairfax, VA. (April 3, 2003)

15. [I]**Robert L Scharff.** Is There More to Life than Health? Limitations in QALY Valuation. Seminar Series on Practical Issues in Regulatory Economics, Washington, DC. Food and Drug Administration. Washington, D.C. (January 31, 2001)

TEACHING

Courses Taught

The Ohio State University
Consumer Problems and Perspectives (U)
Solutions to Consumer Problems (U/G)
Consumer Decision Making I (U)
Theories and Models in Consumer Sciences (G)
Managing Consumer Risk (G)
Individual and Family Behavior in the Marketplace (G)
Obesity, A Multidisciplinary Foundation (G)
Interdisciplinary Colloquium in Food Safety (G)

Global One Health Initiative (OSU)
Disease Burden and Health Economics

Tulane University
Introductory Macroeconomics (U)
Health Economics (U)

Duke University
Law and Economics (U)

Advising

The Ohio State University College of Education and Human Ecology

Doctoral Students (Dissertation Advisor)

1. 2014-2017 **Hanna Paulose.** Choosing What is Right, Knowing What You Choose, and the Gap in Between: Decoding Food Sustainability. Ph.D. Awarded. Consultant working with UN agencies on climate change
2. 2014-2017 **Jihee Choi**. Co-Advisor with Soobin Seo. Ph.D. Awarded. Assistant professor,
3. 2014-2015 The City University of New York (CUNY)
   Anupama Sukhu. Transcendent Experience: Role of Emotional Intelligence in Customer Experience. Ph.D. Awarded. Secured faculty position at University of
4. 2009-2012 New Hampshire.
   Hua Zan. Age Effects on Labor Market Decisions for Mothers with Chronically Ill Children. Ph.D. Awarded. Secured faculty position at University of Hawaii.

Doctoral Students (Dissertation/Candidacy Committee Member)

1. 2020- **Bekele Wegi** (Haramaya University, Ethiopia)
2. 2019- **Drew Barkley** (OSU Department of Food Science and Technology)
3. 2019- **Runtian Zhang**
4. 2019- **Bo Wang**
5. 2017-2020 **Yiting Lan**
6. 2018-2020 **Youngwan Nam.** Three Essays on Behaviors related to Life Insurance Holdings and Financial Capability
7. 2017-2020 **Sunwoo Lee.** Factors Related to Behavioral Mistakes That Could Reduce Retirement Adequacy
8. 2016-2017 **Gui Jeong Kim.** How Households Adjust Expenditures And Savings In Response To Income Shock.
9. 2014-2016 **Su Hyun Shin**. An Economic Analysis of the Market for Long-term Care: Evidence from Alzheimer's Disease.
10. 2014-2016 **Cheuk Hee Chung.** The Influence of Mental Health on Portfolio Choices of Older Households.

11. 2013-2015 **Pielah Kim.** A New Approach to Co-branding: Visual Artist and Fashion Retailer Ingredient Branding and Hedonic Brand Extension. Ph.D. Awarded. Secured a faculty position at Philadelphia University
12. 2013-2015 **Eunice Hong.** Just Before the Great Recession, Who Could Have Expected a Substantial Income Decrease? Ph.D. Awarded. Secured a position at Korea Univ.
13. 2013-2015 **Travis Mountain.** Life Insurance and Financial Vulnerability. Ph.D. Awarded. Secured a faculty position at Virginia Tech.
14. 2012-2015 **Jae Min Lee.** Households Saving and Reference Dependent Changes in Income and Uncertainty. Ph.D. Awarded.
15. 2012-2014 **Fen Liu.** Ph.D. Awarded. Professional Financial Advice, Self-Control and Saving Behavior. Ph.D. Awarded. Secured a position at Chase Bank.
16. 2010-2014 **Kyle Fluegge** (Ag. Econ.). Effects of Patient Self-Selection on Costs to Treat Latent Tuberculosis Infection (LTBI). Ph.D. Awarded.
17. 2011-2012 **Jodi Letkiewicz.** Behavioral Economics and Financial Decision Making. PhD. Awarded. Secured faculty position at University of Nebraska.
18. 2011-2012 **Mei-Fang Chiang.** Retirement Consumption Behavior: Evidence from HRS CAMS 2001-2009. PhD. Awarded.
19. 2011-2012 **Hye Yoon Choi**. The Role of Physical Environments on Customer Engagement in Service Industries. PhD. Awarded.
20. 2011-2013 **Jung Eun Lee.** The Effect of Tensile Price Claim and Price Discount Disconfirmation on Online Customers' Perceptions and Purchase Intentions. PhD. Awarded.
21. 2010-2012 **Hojun-Ji.** Financial Vulnerability of Small Business Owner-Manager Households. PhD. Awarded.
22. 2010-2015 **Kyoung Tae Kim.** The Impact of the 2007 Recession on the Retirement Decisions of U.S. Households. PhD. Awarded. Secured faculty position at University of Alabama.
23. 2010-2013 **HaNa Lim.** Household Decision on Pension Annuitization: A Marital Bargaining Approach. Ph.D. Awarded.
24. 2005-2009 **So-Yun Kim.** Demand for Long-Term Care: Out-of-Pocket Expenditure and Financial Burden of Long-Term Care Faced by the Elderly. PhD. Awarded.
25. 2006-2009 **Mei-Chi Fang.** Risk Tolerance, Risk-Taking Behavior, and Well-Being of Young Baby Boomers. PhD. Awarded. Current Position: Assistant Professor
26. 2007-2008 **Cong Wang.** Household Risky Assets Selection and Allocation. PhD. Awarded.

Masters Students (Masters Advisor)

2017-2018 **Mike Ziccarelli.** Co-Advisor. Non-thesis. Awarded

Masters Students (Masters Committee Member)

2020- **Allison Howell.** (OSU Department of Food Science and Technology)
2018-2019 **Qiwei Zhang.** Analysis on demand of Financial Planning Service in 2016: Influence of Financial Literacy. Awarded.
2018-2019 **Bin Li.** Who Use Mobile Payments: Fintech Potential in Users and Non-users. Awarded.
2016-2017 **Yiting Lan.** Investigating how the number of nutrition content claims on the front of packages influence consumers. Awarded

2013-2014 **Songyee Hur.** Fair Trade Website Content: Effects of Information Type and Emotional Appeal Type

2009-2010 **Jung Yun Cho.** The Effect of Self-Serve Bar Food Safety Training on Food Service Workers' Food Safety Knowledge in Retail Establishments.

Post-Doctoral

2008 **Vibha Bhargava.** Assisted with data cleaning and data analysis on a USDA grant.

Other

2015 **Ariadna Martínez González.** CFAES GRA who assisted with USDA grant work.

PROFESSIONAL SERVICE

Elected Positions

2015-2018 **Board of Directors**, American Council on Consumer Interests.
Board member for primary consumer sciences association.

Journal Editor Positions:

2011-2017 **Associate Editor**, Journal of Consumer Affairs.
Editorial position with top consumer sciences journal.

Journal Editorial Boards:

2018- Editorial Board Member, Journal of Consumer Affairs.
2013- Editorial Board Member, Journal of Food Protection.

Journal Article Reviewer for:

Economics	
Health Economics	Applied Health Economics and Health Policy
Economic Inquiry	Journal of Law, Economics and Policy
Eastern Economic Journal	B.E. Journal of Economic Analysis & Policy
Contemporary Economic Policy	Journal of Human Resources
Journal of Benefit Cost Analysis	
Food Safety	
Journal of Food Protection	Foodborne Pathogens and Disease
Food Policy	Journal of Dairy Science
BMC Obesity	Journal of Foodservice Business Research
Public Health	
British Medical Journal	American Journal of Preventative Medicine.
Epidemiology and Infection	Environmental Health Perspectives
Public Health Reports	American Journal of Tropical Medicine & Hygiene
Eurosurveillance	Frontiers in Public Health Services and Systems Research
Risk Analysis	PLOS One
Consumer Sciences and Business	
Journal of Consumer Affairs	Journal of Financial Counseling and Planning
Journal of Consumer Policy	Family & Consumer Sciences Research Journal
Journal of Advertising	

External Reviews:

2017- Economic Evaluations of Foodborne Illness Detection Programs that Include Public
2018 Health Laboratories: A Systematic Review Protocol. APHL.
2015 On the Proper Role of the FDA for the 21st Century. Mercatus Center (Paper Review)

2012 Making Sense of Recent Cost-of-Foodbourne-Illness Estimates. USDA Economic Research Service (Review of Internal Publication).
2010 Inactivation of Norovirus by Ultraviolet in Condition Relevant to Hotels. University of Houston, GEAR (Grant Review).
2010 The (Cost-) Effectiveness of an Online Acceptance-based Self-help Intervention in Patients with Fibromyalgia. Reumafonds (The Dutch Arthritis Association: Grant Rev).
2009 Review of the Methodology Proposed by the Food Safety and Inspection Service for Risk-based Regulation of In-Commerce Activities. National Research Council, NAS.

Conference Review Panels:

2018	Midwest Health Economics Conference
2012, 2015-2017	ACCI Annual Conference
2013	OARDC Graduate Student Poster Competition

Other Professional Service

2007, 2009 - 2010	NCCC-52 Research Meeting, Representative.

UNIVERSITY SERVICE

University

2020	Reviewer. Office of Research COVID-19 Seed Funding
2019-	Global One Health Initiative Advisory Board.
2012-	OSU OARDC Grants Review Panel. Industry Panel Chair 2013-2015.
2013-2014	Buckeye Book Community Selection Committee. Member.
2011-2012	Choose Ohio First Scholarship Program Evaluation Team. Member.

College

2018	The Dean's Emerging Scholars Program. Reviewer.
2016	EHE – A&S Joint Seed Grant Program. Reviewer.
2013-2014	EHE Seed Grant Review Panel. Reviewer.
2011-2012	College reorganization proposal writer.

Department Hiring Committees

2016-2017	FRS Hiring Committee. Co-Chair.
2013-2014	Hospitality Hiring Committee. Member.
2013-2014	Big Data Hiring Committee. Member.
2011-2012	Hospitality Hiring Committee, Chair.
2009-2010	Consumer Sciences Chair Search Committee, Member.
2007 - 2008	Extension Hiring Committee, Member.

Other Departmental Service

2020-	Policy Ad Hoc Committee
2018-	Graduate Studies Chair.
2018-	Consumer Sciences Program Chair Committee.
2005-2018	Graduate Studies Committee. Member.
2016-2017	Faculty Advisory Committee. Member.
2012-2016	Mentoring Committee for Soobin Seo. Member.
2013-2016	Human Sciences Awards Committee. Member.
2012-2013	Department Reorganization Committee on Committees. Member.

2007 - 2008 Ad Hoc Graduate Curriculum Review Committee, Convener.

<u>Media Coverage:</u> Research Cited by the Following Organizations (among others):

Popular Press		
CNN	Independent (UK)	Time Magazine
Columbus Dispatch	Los Angeles Times	USA Today
Forbes Magazine	NBC News	WGN
Fortune Magazine	San Diego Union-Tribune	WOSU Radio
Huffington Post	San Jose Mercury News	Yahoo Finance
Food Industry Focus		
Convenience Store News	QSR Magazine	Restaurant Business Magazine
Food and Beverage Magazine	Progressive Grocer	Supermarket News
Food Safety/Health Focus		
Barfblog	Food Poison Journal	Today's Dietician
EurekAlert (AAAS)	Food Safety News	WebMD