

CONRAD P. LYFORD
Texas Tech University
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EDUCATION

Ph.D. Michigan State University, Agricultural Economics, 1998

M.S. Texas A&M University, Agricultural Economics, 1991

B.S. Texas A&M University, Political Science, 1988

EXPERIENCE

Networked and developed relationships with health care organizations, agribusinesses, industry, development organizations and colleagues to develop an effective research and teaching program. I successfully spearheaded efforts to develop the Master of Agribusiness program. Traditionally focused upon funded research thrusts in the agribusiness areas have been enhanced by leading or being part of interdisciplinary research projects, publications and funding in health care and behavioral economics, development and food security.

Professor, Department of Agricultural and Applied Economics, Texas Tech University, September 2022 – present. Graduate faculty status.
Appointment: 50% teaching, 50% research (Spring and Fall semesters); 100% research (Summer sessions).

Fulbright Scholar, University for Development Studies, Tamale, Ghana.
August 2022 – January 2023.

Professor and MAB Coordinator, Department of Agricultural and Applied Economics, Texas Tech University, January 2020 – August 2022. Graduate faculty status.
Appointment: 50% teaching, 50% research (Spring and Fall semesters); 100% research (Summer sessions).

Professor, Department of Agricultural and Applied Economics, Texas Tech University, September 2014 – 2019. Graduate faculty status.
Appointment: 50% teaching, 50% research (Spring and Fall semesters); 100% research (Summer sessions).

Fulbright Scholar, Hawassa University, Hawassa, Ethiopia.
January 2015 – June 2015.

Associate Professor, Department of Agricultural and Applied Economics, Texas Tech University, September 2012 – August 2014. Graduate faculty status.
Appointment: 75% teaching, 25% research (Spring and Fall semesters); 100% research (Summer sessions).

Associate Professor and MAB Coordinator, Department of Agricultural and Applied Economics, Texas Tech University, September 2007 – August 2012. Graduate faculty status. Appointment: 40% teaching, 40% research, 10% service, 10% administration.

Visiting Research Scholar, (Sabbatical). University of New England, New South Wales, Australia. Work jointly with Meat Livestock Australia and the Beef CRC to quantify the value of Australian Beef, July 2008 – December 2008.

Assistant Professor, Department of Agricultural and Applied Economics, Texas Tech University, August 2001 – August 2007. Graduate faculty status.
Appointment: 75% teaching, 25% research (Spring and Fall semesters); 100% research (Summer sessions).

Assistant Professor, Department of Agricultural Economics, Oklahoma State University, January 1997 - July 2001. Graduate faculty status.
Appointment: 75% research, 25% teaching.

MARKETING AND BUSINESS RESEARCH EXPERIENCE

Research Philosophy

My overall research interests are in behavioral economics, agribusiness, food security and health care areas. Each of these areas has seen a continued track record of peer reviewed publications and presentations.

GRANTS AND CONTRACTS

Total Research Funded: \$3,487,014
Total Research Amount (my Share): \$1,463,382
Number of Funded Research Projects: 47

1. “Bytes to Bites: Understanding How Exemplification in an Online Community Improves Healthy Diet and Family Mealtime Interactions”, September 2024 to August 2025, TTU – College of Human Sciences (\$50,000; my share \$10,000)

2. “Improving the Nutrition and Livelihoods of Smallholder Farmers in Northern Ghana Through Climate-Smart Cowpea Production with a Focus on Female Smallholders”, October 2023 to September 2025, USDA - Foreign Agricultural Service. (\$50,000; my share \$15,620)
3. “OIA Mandela Washington Fellowship”, January 2025 to September 2025, Department of State, Bureau of Educational and Cultural Affairs (\$147,950, my share \$36,947)
4. “Bridging the Gap Towards Successful Vegetable Introduction: Proof in Concept for Early Head Start”, April 2022 to November 2022. Texas Tech University, College of Human Sciences, (\$6,000; my share \$2,000).
5. “A Pilot Study for Enhancing Nutrition and Family Resilience with Early Head Start in the COVID-19 Era”, Texas Tech University, 2021 Scholarship Catalyst Fund (\$3,500, my share \$1,000)
6. “Applying Behavioral Economics Approaches to Improve Food Security in Namibia with a Special Emphasis on Women”, January 2021, Department of State, Bureau of Educational and Cultural Affairs (\$4,955, my share \$4,955)
7. “OIA 2020 Mandela Washington Fellowship”, January 2020 to September 2020, Department of State, Bureau of Educational and Cultural Affairs (\$136,203, my share \$34,051)
8. “The Determinants and Effects of Bridge Employment” Scholarship Catalyst Award, January 2019 to December 2019, Texas Tech University (\$4,000, my share \$2,000)
9. “OIA 2019 Mandela Washington Fellowship”, January 2019 to September 2019, Department of State, Bureau of Educational and Cultural Affairs (\$159,954, my share \$39,989)
10. “OIA Enhancing Access to Agricultural Extension Services and Market Opportunities for Smallholder Farmers with a Special Focus on Female Smallholder Farmers in Northern Ghana”, August 2017 to July 2019, USDA - Foreign Agricultural Service. (\$39,512; my share \$39,512)
11. “Graduate Education at the Nexus of Global Horticulture and Human Nutrition to Enhance Community Resilience and Food Security”, USDA-NIFA CSREES, May 2017 to April 2020. (\$99,981; my share \$24,995)
12. “Outcome Assessment of Food Security Interventions Among Rural Households in the Northern Region of Ghana”, BHEARD/LEAP Program. September 2016 to August 2017. (\$19,934; my share \$19,934)
13. “Fulbright – Agribusiness and Development”, J. William Fulbright Foreign Scholarship Board, January 2015 to June 2015. (\$47,060; my share \$47,060)
14. “Fulbright: UCS Improved Educational Outcomes at All Levels”, US Department

- of States/FHDDRAP, March 2015 to August 2015. (\$1,600; my share \$1,600)
15. “BHEARD Kenya Program”, Michigan State University/USAID, August 2015 to July 2019. (\$632,110; my share \$126,422)
 16. “Using Behavioral Economics to Achieve Improved Healthy Behavior Outcomes in Breast Cancer Survivors”, funded by the Obesity Research Cluster and the Laura W. Bush Institute on Womens’ Health, December 2014 to June 2017, (\$15,000 my share \$8,000)
 17. “BHEARD Ghana Program”, Michigan State University/USAID, August 2014 to July 2018. (\$456,680; my share \$304,453)
 18. “Do SNAP Recipients Get the Best Prices?”, FoodAPS Research Initiative/USDA-ERS, July 2014 to December 2015. (\$39,776; my share \$19,188)
 19. “Fun in the Lunch-room: A Nudge to Develop Health Taste Buds”, The Cornell Center for Behavioral Economics in Child Nutrition Programs – Small Grants Program, July 2013 to June 2014. (\$30,000; my share \$30,000)
 20. “Texas Tech Transdisciplinary Research Academy”, Texas Tech University. June 2012 to August 2012. (\$5,400, my share \$5,400)
 21. “A Public-Private Partnership for Cancer Prevention in Rural Communities”, The Cancer Prevention Research Institute of Texas. March 2011 to February 2013, (\$292,339; my share \$99,395)
 22. “Expanding US Sorghum Exports to Sub-Saharan Africa: A Key Fast Growing Market”, USDA, Foreign Agricultural Service, January 2011 to January 2012. Conrad Lyford, Jaime Malaga and Benaissa Chidmi. (\$144,851 total; my share \$49,249)
 23. “Making Quality Pay for Irrigated West Texas Cotton”, International Cotton Research Center, September 2010 to August 2012. Project leaders: **Conrad Lyford**, Eric Hequet and Jeff Johnson. (\$80,094 total; my share \$44,103)
 24. “Impact Evaluation of the GO Texan Rural Communities Program: Hometown STARS and Bootstrap Bucks”, Texas Department of Agriculture, September 2008 to August 2011. Project Leaders: Olga Murova and Conrad Lyford. (\$90,000 total,; my share \$30,000)

25. “Quantifying Value in the Australian Beef Market”, Meat Livestock Australia/Beef CRC, July 2008 to December 2008. Project Leader: Conrad Lyford (\$25,000 total; my share \$25,000)
26. “Utilizing Agricultural Biomass in Energy Production and Economic Development”, The State Energy Conservation Office, October 2006 to September 2008. Project Leaders: Cliff. Fedler, **Conrad Lyford**, Mario Beruvides, James Simonton. (\$98,123 total; my share \$32,708)
27. “Improving Market Efficiency for Specialty Hides in Texas”, The Federal-State Marketing Improvement Act, September 2006 to August 2008. Project Leaders: Dennis Shelley and **Conrad Lyford**. (\$50,000 total; my share \$25,000)
28. “An Evaluation of the Organic Cotton Market Opportunity”, International Cotton Research Center, September 2006 to August 2008. Project leaders: **Conrad Lyford** and Rod Rejesus. (\$78,000 total; my share \$39,000)
29. “2005 USA/Australia Consumer Study”, Meat and Livestock Australia, September 2005 to August 2006. Project leaders: Mark Miller, Chance Brooks, John Blanton and **Conrad Lyford**. (\$400,000 total; my share \$40,000)
30. “An Evaluation of High-Value Marketing Pools for the Texas Cotton Industry”, International Cotton Research Center, September 2004 to August 2006. Project leaders: **Conrad Lyford** and Dean Ethridge. (\$80,122 total; my share \$77,298)
31. “U.S. Textiles Manufacturer’s Pricing of Cotton Quality”, Cotton Incorporated, 2004. Project leaders: **Conrad Lyford** and Don Ethridge. (\$18,000 total; my share \$14,400)
32. “Quality Assessment of Major Textile Markets for Texas Cotton”, International Cotton Research Center, September 2003 to October 2004. Project leaders: **Conrad Lyford** and Dean Ethridge. (\$33,000 total; my share \$16,500)
33. “U.S. Textiles Manufacturer’s Pricing of Cotton Quality”, Cotton Incorporated, 2003. Project leaders: **Conrad Lyford** and Don Ethridge. (\$15,000 total; my share \$12,500)
34. “Analysis of Pre-Harvest Food Safety Systems for the Beef Industry”, Houston Livestock Show and Rodeo. Project Leaders: **Conrad Lyford**, Mindy Brashears and Kyle Dahl. (\$5,000 total; my share \$2,500)
35. “Business Models for Competitive Success in the Texas Textile Industry”, International Textile Research Center, 2002-2004, \$ 70,176. Project Leaders: **Conrad Lyford** and Jaime Malaga. (\$70,176 total; my share \$35,088)

36. "U.S. Textiles Manufacturer's Pricing of Cotton Quality", Cotton Incorporated, 2002, \$25,000. Project leaders: Don Ethridge and **Conrad Lyford**. (\$25,000 total; my share \$12,500)
37. "Economic Feasibility of Paper Manufacturing and Marketing from Crop Residue", College of Agricultural Sciences and Natural Resources, 2002. Project Leader: **Conrad Lyford**. (\$10,000 total; my share \$10,000)
38. "Dynamic Changes in Agricultural Markets and Effective Responses by Agribusiness Firms and Industries", Experiment Station Project, Oklahoma State University Experiment Station Project #2322, 1997-2002.
39. "A Case Study of Selected Economic Impacts of Services Provided by the Oklahoma Food and Agricultural Products Research and Technology Center," Oklahoma Food and Agricultural Products Research and Technology Center, FAPTC Research Initiative Program, 2001-2003, \$33,300. Project Leaders: **Conrad Lyford**, Chuck Willoughby, and Mike Woods.
40. "Assessing Wheat Quality Strategies for Producers and Elevators," Oklahoma Wheat Commission, 1998-2000, \$ 15,000. Project Leaders: **Conrad Lyford**, Phil Kenkel, Gene Krenzer, Patricia Rayas-Duarte, Kim Anderson and Rodney Holcomb.
41. "Assessing Wheat Quality Strategies for Elevators to Better Meet End User Needs," Targeted Research Initiative Program, Division of Agricultural Sciences and Natural Resources, Oklahoma State University, 1998-2000, \$28,500. Project Leaders: **Conrad Lyford**, Phil Kenkel, Gene Krenzer, and Rodney Holcomb.
42. "Evaluating Oklahoma Hard Red Winter Wheat Segregated by Protein Level for Use in Frozen and Par-Baked Products," Oklahoma Food and Agricultural Products Research and Technology Center, FAPTC Research Initiative Program, 1999-2000, \$ 31,300. Project Leaders: Patricia Rayas-Duarte, Rodney Holcomb, Phil Kenkel and **Conrad Lyford**.
43. "Improving Grain Quality in Oklahoma Wheat: Feasibility Assessment at the Port of Catoosa, Tulsa," Targeted Research Initiative Program, Division of Agricultural Sciences and Natural Resources, Oklahoma State University, 1999-2001, \$23,180. Project Leaders: Phil Kenkel, **Conrad Lyford**, Rodney Holcomb, Brett Carver, Kim Anderson, John Solie, and Robert Portiss.
44. "Factors Affecting Agribusiness Firm Locations in Oklahoma," Oklahoma Food and Agricultural Products Research and Technology Center, FAPTC Research Initiative Program, 1998-1999, \$25,500. Project Leaders: Rodney Holcomb, **Conrad Lyford**, Mike Woods.
45. "Strategic Alliances in the Wheat and Cattle Industries: Benefits, Costs, and Opportunities," Division of Agricultural Sciences and Natural Resources, Oklahoma State University, Sitlington Enriched Graduate Scholarship, 1998-2001, \$5,000/year, 3 years. Project Leaders: Clem Ward, Dan Tilley, **Conrad Lyford**.

46. "Assessing Opportunities for Value-Added Processing Activities by Oklahoma Wheat Producer Cooperatives," Oklahoma Food and Agricultural Products Research and Technology Center, FAPTC Research Initiative Program, 1998-2000, \$25,500. Project Leaders: Rodney Holcomb, Phil Kenkel, **Conrad Lyford**.
47. "Marketing and Strategic Planning For the Future of the Tart Cherry Industry," Michigan Cherry Committee, 1996-1997, \$25,000. Project Leaders: Don Ricks and **Conrad Lyford**.
48. "A Case Study of Large Scale Hog Production and the Environment," Service Learning Program, Fall 1998, \$1,800. Project Leader: **Conrad Lyford**.
49. "Hedonic Price Analysis of Key Quality Characteristics of U.S. Soybean Exports," United States Department of Agriculture - Economic Research Service and Michigan State University cooperating, 1992-1994, \$30,000. Project Leaders: **Conrad Lyford** and Kandeh Yumkella.

PUBLICATIONS AND PRESENTATIONS

REFEREED JOURNAL PUBLICATIONS

1. Lee H, Oldewage-Theron W, Lyford C, Shine S. Nutrition and health challenges among low-income families of young children in the post COVID-19 era: a qualitative study. *Nutr Res Pract*. 2023 Dec;17(6):1185-1200. <https://doi.org/10.4162/nrp.2023.17.6.1185>
2. Rana, Z. H., Reed, D. B., Oldewage-Theron, W., Islam, S., Akhtaruzzaman, M., Lyford, C., Colwell, M., & Dawson, J. A. (2023). Societal, Economic and Behavioural Predictors of Stunting Among Children Aged 24 to 59 Months: Evidence from the National Survey of Bangladesh. *Asia-Pacific Journal of Rural Development*, 33(1), 88-107. <https://doi.org/10.1177/24551333241232795>
3. H. Lee, W. Oldewage-Theron, C. Lyford and S. Shine. "Perceived Barriers to Healthy Lifestyle Behaviors in Low-Income Families With Children Under the Age of Three," *Journal of Nutrition Education and Behavior* 2023; 55 (7): 85. DOI: <https://doi.org/10.1016/j.jneb.2023.05.185>
4. Sienso, Gifty, Conrad Lyford, and Wilna Oldewage-Theron. "Using instrumental variables to establish the relationship between household production diversity and household dietary diversity in Northern Ghana," *African Journal of Food, Agriculture, Nutrition and Development*, 2022; 22(7): 21036-21055. <https://doi.org/10.18697/ajfand.112.20255>
5. Gong, Zijan and **Conrad Lyford**. "Using Social Media for More Engaged Users and Enhanced Health Communication in Diabetes Care," *American Journal of Lifestyle*

Medicine, January 2022. doi:10.1177/15598276211064832

6. Kwaku, Antwi and Conrad Lyford. "Socioeconomic Determinants of Rural Households' Food Security Status in Northern Ghana," *Journal of Agricultural and Food Sciences*, October 2021 19(2): 85-93. <https://dx.doi.org/10.4314/jafs.v19i2.9>
7. Rana, Ziaul, Debra Reed, Wilna Oldewage-Theron, **Conrad Lyford**, Malinda Colwell, John Dawson. "Overweight or Obesity Onset and Past Attempts to Lose/Manage Weight: A Qualitative Study," *Obesities*, October 2021, 1: 136-143. <https://doi.org/10.3390/Obesities1030012>
8. Siami-Namini, Sima, **Conrad Lyford**, Alexandre Trindade. "The Effects of Monetary Policy Shocks on Income Inequality Across U.S. States," *Economic Papers*, 16 March 2020. <https://doi.org/10.1111/1759-3441.12279>
9. Kalenkoski, Charlene, **Conrad Lyford**, Thomas Korankye, Meredith Gavin, Alan Peiris. "Vitamin D, Cognitive Function, and Gait Speed in Older Adults: a NHANES Study," *Journal of Population and Ageing*, 29 July 2020. doi.org/10.1007/s12062-020-09291-6
10. Felderhoff, Chad, **Conrad Lyford**, Jaime Malaga, Rod Polkinghorne, Chance Brooks, Andrea Garmyn and Mark Miller. "Beef Quality Preferences: Factors Driving Consumer Satisfaction," *Foods* **2020**, 9(3), 289; [doi:10.3390/foods9030289](https://doi.org/10.3390/foods9030289)
11. Katapodis, Nicole, Donglan Zhang, Philippe Giabbanelli, Yan Li, **Conrad Lyford**, Janani Rajbhandari-Thapa. "Evaluating the Impact of Improving Access on Consumption of Fruits and Vegetables in a Rural Community in Texas: A Modeling Study." *Health Equity* 3.1 (2019) doi: 10.1089/heq.2018.0090
12. March, Raymond, Carlos Carpio, Tullaya Boonsaeng and **Conrad Lyford**. "Do SNAP Recipients Get the Best Prices," *Journal of Agricultural and Applied Economics*. (2019) 52 (1): 135-159.
13. Oldewage-Theron, Wilna, Sara Duvenage, Abdulkadir Egal, **Conrad Lyford**. "Comparative analysis of the factors contributing to sustainability of a food and nutrition intervention programme: Two case studies from South Africa." *Evaluation and Program Planning*, 71 (2018): 51-57. <https://doi.org/10.1016/j.evalprogplan.2018.08.003>
14. Namini, Sima. Darren Hudson, Alexandre Trindade, **Conrad Lyford**. "Commodity price volatility and U.S. monetary policy: Commodity price overshooting revisited." *Agribusiness* June 2018. DOI: 10.1002/agr.21564
15. Thapa, Janani and **Conrad Lyford**. "Nudges to Increase Fruits and Vegetables Consumption: Results from a Field Experiment," *The Journal of Child Nutrition & Management* Spring 2018, 42 (1).

16. Thapa, Janani, **Conrad Lyford**, Barent McCool, Barbara Pence, Audrey McCool, and Eric Belasco. "Improving Cancer Risk Awareness including Obesity as a Risk Factor for Cancer in a Small U.S. Community," *Journal of Cancer Education* (2017, 32, 4: 827-835) doi:10.1007/s13187-016-1060-z
17. March, Raymond, **Conrad Lyford** and Benjamin Powell. "Causes and Barriers to Increases in Economic Freedom", *International Review of Economics* August 2016. doi:10.1007/s12232-016-0263-2
18. Correa, Liliana, Debra Reed, Barent McCool, Mary Murimi, **Conrad Lyford**. "The Effect of a Pilot Nutrition Education Intervention on Perceived Cancer Risk in a Rural Texas Community," *Texas Public Health Journal*, (2016, 16: 14-19).
19. Thapa, Janani and **Conrad Lyford**. "Behavioral Economics in the Lunchroom: Can It Affect Food Supplier Decisions? A Systematic Review." *International Food and Agribusiness Management Review*, (2014, 17: 187-208).
20. Masis, Natalie, Debra Reed, Barent McCool, Jamie Cooper and **Conrad Lyford**. "Assessment of cancer risk in two rural West Texas using anthropometrics, diet, and physical activity." *Open Journal of Preventative Medicine* (2013 3(3): 285-292).
21. McCool, B., **C. Lyford**, B. Pence, A. McCool, E. Belasco, T Carter, N. Hensarling., J. Thapa, Developing a Model for Reducing Cancer Risk in Rural Communities Through Community-Based Education. *Journal of Cancer Education*, (2013, 3: 597-600).
22. Barbara Pence, Eric Belasco and **Conrad Lyford**. "Combination aspirin and/or calcium chemoprevention with colonoscopy in colorectal cancer prevention: cost-effectiveness analysis." *Cancer Epidemiology, Biomarkers & Prevention*. (2013 22:399-405).
23. Belasco, Eric, Benaissa Chidmi, **Conrad Lyford** and Margil Funtanilla. "Using Quantile Regression to Measure the Differential Impact of Economic and Demographic Variables on Obesity," *Health Behavior and Public Health* (2012 2(2): 35-45).
24. Gong, Gordon, Eric Belasco, Kristopher A Hargrave, **Conrad Lyford** and Billy U Philips. "Determinants of Delayed Detection of Cancers in the Texas Counties in the United States of America." *International Journal of Equity in Health* (2012 May 29, 11 (1): 29). <http://www.equityhealthj.com/content/pdf/1475-9276-11-29.pdf>
25. Pence, Barbara, Eric Belasco and **Conrad Lyford**. "Prevention of Colorectal Cancer by Aspirin and/or Calcium: Efficacy, Mechanisms, and Cost Effectiveness," *Current Colorectal Cancer Reports* (5; January 2012): 1-6.
26. Philips, Billy, Gordon Gong, Kristopher Hargrave, Eric Belasco and **Conrad Lyford**.

“Correlation of the ratio of metastatic to nonmetastatic cancer cases with the degree of socioeconomic deprivation among Texas counties.” *International Journal of Health Geographics*, 2011, 10:12.

27. A L Reicks, J C Brooks, A J Garmyn, L D Thompson, **C L Lyford**, M F Miller. 2011. Demographics and beef preferences affect consumer motivation for purchasing fresh beef steaks and roasts. *Meat Science* (87(4):403-11).
<http://www.ncbi.nlm.nih.gov/pubmed/21159449>
28. Hanagriff, R, O. Murova, and **C. Lyford**. 2010. Study of Economic Impacts Derived from 2005 to 2009 Rural Texas Community Events and Factors that Predict Spending. Cambridge: The Business Review, 16(1), 67-73.
<http://www.jaabc.com/brcv16n1preview.html> (the abstract is listed on that page)
29. **Lyford, Conrad**, John Thompson, Rod Polkinghorne, Mark Miller, Takanori Nishimura, Kate Neath, Paul Allen and Eric Belasco. “Is willingness to pay (WTP) for beef quality grades affected by consumer demographics and meat consumption preferences?” *Australasian Agribusiness Review*, 18; Jan. 2010.
30. Harling, Kenneth and **Conrad P. Lyford**. “Overcoming National Regulations Limiting International Trade: Creekstone Farms & BSE.” *Journal of Food Distribution Research* 40 (3; 2009): 144-153.
31. Siebert, John and **Conrad P. Lyford**. “U.S. Dairy Industry Supply Control: Managing the Cooperatives Working Together Program.” *Review of Agricultural Economics* 31 (4;2009): 999-1013.
32. Welch, J. Mark and **Conrad P. Lyford**. “Measuring Competition for Textiles: Does the US Make the Grade?” *The International Food and Agribusiness Management Review* 10 (4; 2007): 64-79.
33. Welch, J. Mark, **Conrad P. Lyford** and Kenneth Harling. “The Value of Plains Cotton Cooperative Association.” *Review of Agricultural Economics* 29 (1; 2007): 170-185.
34. Kyle, Dahl, **Conrad Lyford** and Mindy Brashears. “The Cost and Effectiveness of Pre-harvest Interventions in Beef Cattle.” *Texas Journal of Agriculture and Natural Resources*. 17 (2005): 97-110.
35. **Lyford, Conrad P.**, Willis Kidd, Patricia Rayas-Duarte and Charles Deyoe. “Prediction of Flour Extraction Rate in Hard Red Winter Wheat Using the Single Kernel Characterization System.” *Journal of Food Quality* 28 (2005): 279-288.

36. **Lyford, Conrad P.**, Dan Tilley and Jared Carlberg. "Strategic Management at the Oklahoma Wheat Commission: Producer Organizations Can Do It Too" *Review of Agricultural Economics* 25 (2; Fall/Winter 2003): 540-548.
37. Yoon, Byung-Sam, B. Wade Brorsen and **Conrad P. Lyford**. "Value of Increasing Kernel Uniformity." *Journal of Agricultural and Resource Economics*, 27 (2; December 2002): 481-494.
38. Eswar Sivaraman, **Conrad P. Lyford** and B. Wade Brorsen. "A General Framework for Grain Blending and Segregation," *Journal of Agribusiness* 20 (2; Fall 2002): 155-161.
39. **Lyford, Conrad P.**, H. Christopher Peterson, and James A. Sterns. "Industry Strategic Planning: Keeping Regional Supply Chains Competitive," *Journal of Food Distribution Research* 33 (2; July 2002): 1-12.
40. **Lyford, Conrad P.**, Donald J. Ricks, H. Christopher Peterson, and James A. Sterns "A Framework for Effective Industry Strategic Planning and Coordination," *Journal of Agribusiness* 20 (2; Fall 2002): 131-146.
41. **Lyford, Conrad P.** "Threads for the Future: Value Chain Analysis at Plains Cotton Cooperative Association," *International Food and Agribusiness Management Review* 4 (2001): 189-196.
42. **Lyford, Conrad** and Todd Hicks. "The Environment and Pork Production: The Oklahoma Industry at a Crossroads," *Review of Agricultural Economics*, 23 (1; Spring/Summer 2001): 265-274.
43. Hall, Charles and **Conrad Lyford**. "Industry Strategic Planning and Coordination: The Case of the Texas Vegetable Industry," *Journal of Food Distribution Research* 32 (2; July 2001): 53-66.
44. **Lyford, Conrad P.**, James G. Beierlein and Kenneth F. Harling. "Scholarship and Decision Case Studies: Pedagogy and Standards for Publication," *International Food and Agribusiness Management Review* 3 (2000): 369-379.
45. Kenkel, Phil and **Conrad Lyford**. "The Potential for "New Wave" Cooperatives in Oklahoma." *Current Farm Economics* 70 no. 1 (1998): 39-45.
46. **Lyford, Conrad** and Donald Ricks. "Strategic Planning to Improve the Viability and Competitiveness of Agricultural Industries." *Visions* 73 no. 2 (2000): 25-30.
47. Phil Kenkel, Kim Anderson and **Conrad Lyford**. "Segregation Strategies for Oklahoma Wheat Elevators", *Current Farm Economics*, 71 no. 3 (1999): 52-55.

48. Flores-Bastidas, Jeannine, Rodney B. Holcomb, Mike D. Woods, and **Conrad P. Lyford**. "Factors Affecting Agribusiness Firm Location Decisions: A Site Selection Survey Approach." *Visions*, 73 no.1 (2000): 25-30.
49. **Lyford, Conrad** and George Hall. "The Oklahoma City Stockyards: Planning for the Future," *Review of Agricultural Economics* 21 (1; Spring/Summer 1999): 266-275.
50. **Lyford, Conrad**, Kandeh Yumkella, Stephanie Mercier, and Bengt Hyberg. "Quality Pricing in U.S. Soybean Exports," *Journal of Agribusiness* 15 (1997): 55-68.
51. Holcomb, Rodney, Glenn Muske, **Conrad Lyford** and Mike Woods. "Factors Affecting the Location Decisions of Oklahoma Food Manufacturers," *Current Farm Economics* 71 no. 2 (1999): 35-47.
52. Swinton, Scott and **Conrad Lyford**. "A Nested Statistical Test for Choice between Hyperbolic and Sigmoidal Yield Response to Weed Density," *Journal of Agricultural, Biological, and Environmental Statistics* 1 (1996): 97-106.
53. Mercier, Stephanie, **Conrad Lyford**, and Valencia Oliveira. "The Effect of Quality on Corn Export Price Determination." *Review of Agricultural Economics* 16 (1994): 239-247.
54. Hyberg, Bengt, Noel Uri, Stephanie Mercier, and **Conrad Lyford**. "The Market Valuation of Soybean Quality Characteristics." *Oxford Agrarian Studies* 22 (1994): 65-81.
55. Uri, Noel, Bengt Hyberg, Stephanie Mercier, and **Conrad Lyford**. "The Market Valuation of FGIS Grain Quality Characteristics." *Applied Economics* 26 (1994): 701-712.
56. Uri, Noel, Bengt Hyberg, Stephanie Mercier, and **Conrad Lyford**. "A Note on the Market Valuation of Grain Quality Characteristics." *Journal of International Food & Agribusiness Marketing* 6 (1994): 17-42.
57. Hyberg, Bengt, Roger Hoskin, Noel Uri, Stephanie Mercier, and **Conrad Lyford**. "A Cross Country Analysis of Soybean Characteristic Valuation." *Atlantic Economic Society Best Paper Proceedings* 4 (1994): 116-123.

CHAPTERS IN BOOKS

1. Rajbhandari-Thapa, Janani, Chike, Onyedikachi Emmanuel, and **Lyford, Conrad**. "Economic Aspects of Public Health Nutrition Across the Life Cycle." Chapter 14 in

Life Cycle Nutrition for Public Health Professionals. January 2024. DOI 10.1891/9780826186232.0014. <https://connect.springerpub.com/content/book/978-0-8261-8623-2/part/part03/chapter/ch14>

2. Antwi, Kwaku, Conrad Lyford, and Patricia Solis. “Rural Household Food Insecurity and Child Malnutrition in Northern Ghana.” Chapter 4 in *Open Mapping towards Sustainable Development Goals*. November 2022. DOI: [10.1007/978-3-031-05182-1_4](https://doi.org/10.1007/978-3-031-05182-1_4)

PRESENTED PAPERS WITH PUBLISHED PROCEEDINGS

1. Oh, W., Song, S., Shine, S., Oldewage-Theron, W., & **Lyford, C.** (2022), “Parent And Child Experience (PACE) of COVID-19 in low-income families: Risk and protective factors”. Paper presented as a part of the Symposium at the 2022 National Council on Family Relations Annual Conference, Minneapolis, MN. November, 2022.
2. Uche Samuel, Janani Rajbhandari-Thapa and **Conrad Lyford**. “Medicaid Expansion and its Impacts on Low-Income Adults Health Care Access by Chronic Disease Status”. Selected paper presented at the Southern Agricultural Economics Association (SAEA) 54th Annual Meeting in New Orleans, LA, February 12-15, 2022.
3. Othuon, V. and **C. Lyford**. “Agricultural Extension, Technology Adoption, and Smallholder Maize Productivity in Kenya”. Selected Paper. 2021 Southern Agricultural Economics Association (SAEA) Annual Meeting, February 7-9, 2021. Virtual Meeting.
4. Jayaramu, N. and **C. Lyford**. “Factors Impacting Satisfaction with a Cooperatives Mobile and Web-based Information Platforms”. Selected Paper. 2020 Southern Agricultural Economics Association (SAEA) Annual Meeting, February 11-14, 2020. Louisville, KY.
5. March, R., **C. Lyford**, C. Carpio and T. Boonsaeng. “Do SNAP Recipients Get the Best Prices”, Selected Paper. 2016 Agricultural and Applied Economics Association, July 31-August 2, 2016, Boston, MA.
6. J. Thapa,, **C Lyford**,,B. McCool, E. Belasco, B. Pence, A. McCool, and T. Carter. “Nudges in the Supermarket: Experience with Point-of-Sale Signs”. Selected Paper. 2014 Agricultural and Applied Economics Meeting, July 27-29, Minneapolis, MN.
7. Thapa, J. R. and **C. Lyford**. “Fun in the Lunch-Room: A Nudge to Develop Healthy Taste Buds”. Selected paper at ASHEcon Fifth Biennial Conference, 2014, Health and Healthcare in America: From Economics to Policy. June 22-25, 2014. Los Angeles, CA.
8. Thapa, Janani, **Conrad Lyford**, Eric Belasco, Barent McCool, Audrey McCool, Barbara Pence and Tyra Carter. “The Effect of a Multi-tiered Model for Reducing Obesity Risk

Factors: Attitude and Behavior Change in a Rural Community”, 2013 Southern Agricultural Economics Association Annual Meeting, February 2-5, 2013.

9. **Lyford, Conrad.** “Using a Living Marketing Problem to Teach Marketing Research Methods”, 2012 WERA-72 Western Education\Extension and Research Activities Committee on Agribusiness Annual Meeting, June 24-26, 2012, Lafayette, Indiana.
10. **Lyford, Conrad,** Jaime Malaga and Benaissa Chidmi. “Evaluating the Sub-Saharan Sorghum Market for US Exports”, 2012 WERA-72 Western Education\Extension and Research Activities Committee on Agribusiness Annual Meeting, June 24-26, 2012, Lafayette, Indiana.
11. **Lyford, Conrad,** Janani Thapa, Eric Hequet and Jeff Johnson. “Comparing the Economics of Stripper and Picker Harvesting in West Texas”, 2012 Beltwide Cotton Conferences, January 3-6, 2012, Orlando, Florida.
12. Hanagriff, Roger, Olga Murova and **Conrad Lyford.** “Study of Economic Impacts Derived from 2005 to 2009 Rural Texas Community Events and Factors that Predict Spending,” 2010 Southern Agricultural Economics Association Meeting, February 6-9, 2010, Orlando, Florida. Posted on Ag Econ Search:
<http://ageconsearch.umn.edu/bitstream/56462/2/Final%20-202005%20to%202009%20Event%20Assessment%20Paper%20%20Southern%20agecon%202010a.pdf>
13. **Lyford, Conrad,** Eric Belasco, Benaissa Chidmi and Margil Funtanilla. “Consumer Heterogeneity: Does It Affect Policy Responses to the Obesity Epidemic?” 2010 Southern Agricultural Economics Association Meeting, February 6-9, 2010, Orlando, Florida. Posted on Ag Econ Search:
<http://ageconsearch.umn.edu/bitstream/56467/2/SAEA%20final%202010%20heterogeneity%20bmi%20consumers-1.pdf>
14. Murova, Olga, Roger Hanagriff and **Conrad Lyford.** “A 2008 & 2009 Comparative Assessment of Texas Department of Agriculture Programs to Support Rural Economic Tourism Events. How Strong are These Returns,” 2010 Southern Agricultural Economics Association Meeting, February 6-9, 2010, Orlando, Florida. Posted on Ag Econ Search:
<http://ageconsearch.umn.edu/bitstream/56429/2/2010SAEApresentation.pdf>
15. Funtanilla, Margil, **Conrad Lyford** and Chenggang Wang. “An Evaluation of the Organic Cotton Marketing Opportunity,” 2009 American Agricultural and Applied Economics Association AAEA & ACCI Joint Annual Meeting, Milwaukee, WI, July 26-28, 2009. Posted on Ag Econ Search:
<http://ageconsearch.umn.edu/bitstream/49359/2/2009%20aaea%20paper%2004-30-09.pdf>

16. Welch, J. Mark and **Conrad P. Lyford**. “Testing the Waters for a High Value Marketing Pool” Paper presented at the 2006 Beltwide Cotton Conferences, San Antonio, Texas, January 3-6, 2006, pages 320-331 in the proceedings.
17. **Lyford, Conrad P.** “Total Quality Management for the U.S. Cotton Industry” Paper presented at the 2006 Beltwide Cotton Conferences, San Antonio, Texas, January 3-6, 2006, page 361 in the proceedings.
18. **Lyford, Conrad** and Sangnyeol Jung. “Mill Prices for Quality: Are the Signals Getting Through?,” 2004 Engineered Fiber Selection Conference, Greenville, South Carolina, published in the proceedings.
19. **Lyford, Conrad** and Mark Welch. “Cost Competition for U.S. Textiles: Will Yarn Follow the Needle?,” 2004 Beltwide Cotton Conference, San Antonio, Texas, pages 497-505 in the proceedings.
20. **Lyford, Conrad**, Sangnyeol Jung and Don Ethridge. “The Mill-Level Price of Quality Cotton in the U.S.,” 2004 Beltwide Cotton Conference, San Antonio, Texas, pages 506-514 in the proceedings.
21. **Lyford, Conrad**, Sangnyeol Jung and Don Ethridge. “Price-Quality Relationships of U.S. Cotton at the Mill Level,” 2003 Beltwide Cotton Conference, Nashville, Tennessee, pages 383-387 in the proceedings.

PRESENTED PAPERS WITH PUBLISHED ABSTRACTS

1. Jung, Sangneol and **Conrad P. Lyford**. “Positioning Cotton in the Market for Quality: An Application of Needs Assessment for West Texas”, 2008 Beltwide Cotton Conferences, Nashville, Tennessee, January 8-11, 2008, pages. 369-381 in the proceedings.
2. Welch, J. Mark, **Conrad P. Lyford**. “Business Models for Competitive Success in the United States Textile Industry,” Selected paper presented at the Society for Advancement of Management, Orlando, Florida, April 6-9 2006.
3. **Lyford, Conrad P.** and Sangnyeol Jung. “Transmission of Demand for Quality in the U.S. Cotton Marketing System: Are Government Incentives Consistent with Mill Demand?” Paper presented at the 2005 Western Agricultural Economics Association Meetings, San Francisco, California, July 6-8 2005.
4. **Lyford, Conrad**, Phil Kenkel, Jed Isbell and Patricia Rayas-Duarte. “Evaluating Approaches to Meeting Processors Kernel Size Uniformity Needs,” *Journal of Agricultural and Applied Economics* 31(2), 543, (1999).

5. **Lyford, Conrad**, Donald Ricks, Chris Peterson, and Timothy Woods. "Initiating an Industry Strategic Planning and Coordination Process," *Journal of Agricultural and Applied Economics* 30(2):235, (1998).
6. Attaway, Roy, Phil Kenkel, **Conrad Lyford**, and Kim Anderson. "Re-Examining Wheat Cleaning Decisions at Country Elevators," *Journal of Agricultural and Applied Economics* 30(2): 234, (1998).
7. **Lyford, Conrad**, Kandeh Yumkella, Stephanie Mercier, and Bengt Hyberg. "Quality Pricing in U.S. Soybean Exports," *American Journal of Agricultural Economics* 76(5):1259, (1994).
8. Swinton, Scott and **Conrad Lyford**. "Parameter Identification in Nonlinear Statistical Models: A Monte Carlo Analysis of Crop-Pest Response Functions," *American Journal of Agricultural Economics* 74(5): 1295 (1992).

PRESENTED PAPERS WITHOUT PUBLISHED PROCEEDINGS OR ABSTRACTS

1. **Lyford, Conrad**, Carlos Carpio, Tullaya Boonsaeng, and Raymond March. Do SNAP Recipient Get the Best Prices? Understanding SNAP and Food Security among Low-Income Households (A FoodAPS Research Initiative), Economic Research Service-USDA, October 22-23, 2015, Washington, DC.
2. March, R., **Lyford, C.** and B. Powell. Causes and Barriers to Increases in Economic Freedom. Selected for Presentation 2015 Association of Private Enterprise Education Conference. April 12-14, 2015, Cancun, Mexico.
3. Janani Thapa and **Conrad Lyford**. Can Lunchroom Nudges Develop Healthy Taste Buds in Elementary School Children. Track Session Paper. 2014 Agricultural and Applied Economics Meeting, July 27-29, Minneapolis, MN.
4. **Lyford, C.**, J.R. Thapa, E. Belasco, B. Pence, A. McCool, B. McCool, and T. Carter. The Effect on Supermarket Food Purchases from Point of Sale Nudges with Community Reinforcement. ASHEcon Fifth Biennial Conference, 2014, Health and Healthcare in America: From Economics to Policy. Oral Presentation, June 22-25, 2014. Los Angeles, CA.
5. **Lyford, Conrad P**, Eric Belasco, Barent McCool, Audrey McCool, Tyra Carter and Barbara Pence. "Health Attitudes, Knowledge and Behavior in Rural Communities," Track paper, 2012 American Agricultural Economics Association meeting, August 12-14, 2012, Seattle, Washington.
6. Hanagriff, Roger, Olga Murova and **Conrad Lyford**. "A Longitudinal Study of Economic Impacts Derived from Rural Texas Community Events. Can a Community

Predict Economic Returns?" Selected paper for the ITLC and IABR College Conference, Orlando, Florida, February 2-5, 2010.

7. Hanagriff, Roger and **Conrad Lyford**. A Review of Literature Regarding Quality Incentives in Food Products and Impacts to Brand Develop of Wines in Texas. *Proceedings of the American Wine Economics Meetings*, Reims, France June 14-18, 2009.
8. Welch, J. Mark, **Conrad P. Lyford**. "Factors Affecting Firm Survival: Competitive Success in the United States Textile Industry," Selected paper presented at the WERA-72 meeting, Las Vegas, Nevada, June 18-20, 2006.
9. Welch, J. Mark, **Conrad P. Lyford**, and Kenneth Harling. "The Value of Plains Cotton Cooperative Association," Paper presented at the 15th Annual World Forum, Symposium and Case Conference, Chicago, Illinois, 25-28 June 2005.
10. **Lyford, Conrad**. "Teaching Decisionmaking," Presentation as part of an organized symposium at the American Agricultural Economics Association meeting, Long Beach, California, July 2003.
11. **Lyford, Conrad**. "Using the Case Method in the Classroom," Presentation as part of an organized symposium at the American Agricultural Economics Association meeting, Long Beach, California, July 28-31, 2002.
12. Malaga, Jaime and **Conrad Lyford**. "Trade Agreements and U.S. Agribusiness: Lessons from Mexican Retailing after NAFTA," Selected paper presented at the conference on Free Trade of the Americas, the WTO, and New Farm Legislation: Responding to Opportunities and Challenges, San Antonio, Texas, May 22-24, 2002.
13. **Lyford, Conrad P.**, R. Todd Hicks, Clement E. Ward, James N. Trapp, and Derrell S. Peel. "The Effect of Contracting on Pricing Dynamics in the Fed Cattle Market: An Experimental Simulation Approach," Selected paper presented at the American Agricultural Economics Association Meetings, Chicago, Illinois, August 5-8, 2001.
14. **Lyford, Conrad P.**, James G. Beierlein and Kenneth F. Harling. "Scholarship and Decision Case Studies: Pedagogy and Standards for Publication," Selected paper presented at the WCC-72 meeting, Las Vegas, Nevada, June 10-12, 2001.
15. **Lyford, Conrad** and Andrew Starbird. "Optimal Grade Definitions and Multiple Quality Characteristics," Selected paper at the 2000 American Agricultural Economics Association Meetings, Tampa, Florida, July 31, 2000.
16. **Lyford, Conrad**, Fred Ruppel, Wesley Peterson, and Eduardo Segarra. "The Potential Effect of a North American Free Trade Area on Agricultural Trade." Symposium

paper at the 1990 Southern Agricultural Economics Association meetings in Little Rock, Arkansas as part of an organized symposia.

17. Ricks, Donald, **Conrad Lyford**, Timothy Woods, and Duncan Boughton. "Strategic Planning for Improved Competitiveness with the Michigan Apple Industry." Paper presented at the 1996 American Agricultural Economics Association meetings in San Antonio, Texas as part of an organized symposia.
18. **Lyford, Conrad**. "Threads for the Future: Value Chain Analysis at Plains Cotton Cooperative Association," Selected paper presented at the 2000 Maple Leaf Conference II, Chicago, Illinois, June 24, 2000.
19. **Lyford, Conrad**. "The Potential for Industry Strategic Planning to Enhance the Competitiveness of Southern Agriculture," Organized Symposium at the 2000 Southern Agricultural Economics Association meeting in Lexington, Kentucky, February 2, 2000.
20. **Lyford, Conrad**. "The Oklahoma Pork Industry and the Environment: Pro-active Potentials," Oklahoma Pork Council Executive Board, Stillwater, Oklahoma, October 22, 1999.
21. **Lyford, Conrad P.**, H. Christopher Peterson and James A. Sterns. "Strategic Planning for Agricultural Industries: Addressing the Limits Inherent in Fragmentation," Selected paper at the annual WCC-72 meeting, Las Vegas, Nevada, June 27, 1999.
22. **Lyford, Conrad** and Todd Hicks. "The Environment and Pork Production: The Oklahoma Industry at a Crossroads," Selected paper at the 1999 Maple Leaf Conference, Toronto, Canada, May 19, 1999.
23. **Lyford, Conrad P.**, Donald J. Ricks, H. Christopher Peterson, and James A. Sterns. "A Framework for Effective Industry Strategic Planning and Coordination," Selected paper at the annual WCC-72 meeting, Las Vegas, Nevada, June 11, 1998.
24. Holcomb, Rodney, J. Flores-Bastidas, **Conrad Lyford**, and Michael Woods. "Importance of Site Location Factors: Food and Kindred Products vs. Other Value-Added Manufacturers," Research Update presented at the 1998 Food Distribution Research Society meeting in Monterrey, California, October 3, 1998.
25. **Lyford, Conrad** and Reid Whitlock. "The T.A. as Teacher in Training" presentation given as part of the conference: TA's and Faculty in Creative Collaboration -- Celebrating and Sharing Accomplishments, February 8-9, 1996 at Michigan State University, East Lansing, Michigan.

SELECTED POSTERS

1. Li, S., Song, S., Rivera, J., Shine, S., Oldewage-Theron, W., **Lyford, C.** & Oh, W. "Parental self-efficacy in nutrition and eating behavior among economically disadvantaged children during the COVID-19 pandemic." Selected Poster. Society for Research on Child Development 2023 Biennial Meeting. March 2023.

2. Uche Samuel, Janani Rajbhandari-Thapa and **Conrad Lyford**. “Synthesizing Reviews for a Holistic Understanding Causes and its Effect Size on Adult Obesity: A Systematic Review”. Selected Poster. AAEA & WAEA Joint Annual Meeting, August 1-3, 2021. Austin, TX.
3. Whelp, Laura, Courtney Gipson and **Conrad Lyford**. “Listen to the Music: Introducing music to reduce test anxiety and improve test performance”. Selected Poster. American Association of Agricultural Education (AAAE) National Conference. Online. May 2020.
4. Whelp, Laura, Courtney Gipson and **Conrad Lyford**. “Listen to the Music: Introducing music to reduce test anxiety and improve test performance”. Selected Poster. Western Region AAAE Annual Conference. Anchorage, Alaska. September 2019.
5. Kwaku Antwi and **Conrad Lyford**. Socioeconomic Determinants of Food Access among Rural Households in Northern Ghana. Texas Tech Fifteenth Annual Graduate School Poster Competition Award (Runner-Up), Lubbock , TX, March 25, 2016.
6. Janani Thapa and **Conrad Lyford**. Visual Nudges Can Change Children’s Food Choice Decision: What Next? A Systematic Review. ASHEcon Fifth Biennial Conference, 2014, Health and Healthcare in America: From Economics to Policy. Poster Presentation, June 22-25, 2014. Los Angeles, CA.
7. **Conrad Lyford**, Barent McCool, Eric Belasco, Audrey McCool, Barbara Pence, Tyra Carter. Working with the Local Supermarket to Bring Cancer Prevention Information and Encouragement to Rural Communities. Poster presented at the 2012 Innovations in Cancer Prevention and Research Conference, Austin, Texas, October 24-26, 2012.
8. Pence, Barbara, Eric Belasco and **Conrad Lyford**. Combination aspirin and/or calcium chemoprevention with colonoscopy in colorectal cancer prevention: Cost-effectiveness analysis. AACR Frontiers in Cancer Prevention Research Conference, Anaheim, California, October 16-19, 2012.
9. McCool, B, McCool, A, Hensarling, N, **Lyford, C**, Pence, B, Belasco E, & Carter, T. Interventions to Reduce Cancer Risk in Rural West Texas Communities. Texas Dietetic Association Food & Nutrition Conference & Exhibition, San Antonio, Texas April 12 - 14, 2012.
10. McCool B, Pence B, **Lyford C**, Hensarling N, McCool A, Carter T. Working with the local supermarket to bring cancer prevention information and encouragement to rural communities. Texas Public Health Association annual conference, Arlington Texas, March 21-23, 2012.

11. Gordon Gong, Kristopher Hargrave, Eric Belasco and **Conrad Lyford**, Billy Philips. "Identification of Hot Spots of Delayed Cancer Diagnosis by Wellbeing Index in Texas." Poster presented at the 2011 Innovations in Cancer Prevention and Research Conference, Austin, Texas, November 14-18, 2011.
12. **Conrad Lyford**, Barent McCool, Audrey McCool, Eric Belasco, Barbara Pence and Tyra Carter. "Working with the Local Supermarket to Bring Cancer Prevention Information and Encouragement to Local Communities." Poster presented at the 2011 Innovations in Cancer Prevention and Research Conference, Austin, Texas, November 14-18, 2011.
13. **Lyford, Conrad**, Eric Hequet, Jeff Johnson and Abbas Aboohamidi. "Making Quality Pay for Irrigated West Texas Cotton." Poster session presented at the 11th annual Cotton Economics Research Institute & International Cotton Research Center Research and Outreach Symposium, Lubbock, Texas March 29, 2011.
14. Philips, Billy, Gordon Gong, Kristopher Hargrave, Eric Belasco and **Conrad Lyford**. "Factors Affecting Early Detection of Cancer in Texas." Poster session presented at the 2011 TTUHSC Annual Cancer Symposium, Amarillo, Texas, April 29 – May 1, 2011.
15. McCool, A.C., Belasco, E.J., **Lyford, C.P.** & McCool, B.N." Innovations in Technology Applications: Incorporating Interactive Tools to Reduce Childhood Obesity." Poster session presented at the annual conference of the American Dietetic Association, November 2010.
16. C.A. Felderhoff, **C.P. Lyford**, J. Malaga, D.D. Harris, J.C. Brooks, A.J. Derington and M.F. Miller. "Impact of Consumer Characteristics on Willingness to Pay," RMC 2007, American Meat Science Association 60th Reciprocal Meat Conference, Brookings, South Dakota, June 17-20, 2007.
17. C. A. Felderhoff, **C. P. Lyford**, J. Malaga, D. D. Harris, J. M. Mehaffey, J. C. Brooks and M. F. Miller. "National consumer survey reveals beef flavor is the most important trait affecting satisfaction," RMC 2007, American Meat Science Association 60th Reciprocal Meat Conference, Brookings, South Dakota, June 17-20, 2007.
18. L. Reicks, **C. P. Lyford**, J. C. Brooks, L. D. Thompson and M. F. Miller. "Demographic Factors Effecting Consumers' Motivation for Purchasing Fresh Beef Steaks," RMC 2006, American Meat Science Association 59th Reciprocal Meat Conference, Urbana-Champaign Illinois, June 18-21, 2006.

OTHER PUBLICATIONS

1. Eaves, Karalynn, Darren Hudson, Chenggang Wang, **Conrad Lyford**. "An Analysis of the Potential Costs and Benefits of Yield and Minimum Whole Farm Net Income Insurance to Rural Agricultural Households in Ethiopia." *SSRN Electronic Journal*, January 2017.

2. **Lyford, Conrad**, Jaime Malaga, Benaissa Chidmi, Pablo Mejia-Martinez and Tim Snyder. "Expanding US Sorghum Exports to Sub-Saharan Africa: A Key Fast Growing Market", United States Department of Agriculture, Foreign Agricultural Service, June 2012.
3. Murova, Olga and **Conrad Lyford**. "Program Assessment for Hometown Stars and Bootstrap Bucks, 2010-2011. Texas Department of Agriculture, November 2011.
4. Murova, Olga and **Conrad Lyford**. "Program Assessment for Hometown Stars and Bootstrap Bucks, 2009-2010. Texas Department of Agriculture, November 2010.
5. **Lyford, Conrad**, Dennis Shelley and Mary York. "Improving Market Efficiency for Specialty Hides in Texas," Report to the United States Department of Agriculture, November 2008.
6. Fedler, Clifford, Jeffrey L. Hanson, Mario Beruvides, James Simonton and **Conrad Lyford**. "Utilizing Agricultural Biomass in Energy Production and Economic Development." Report to the Texas Energy Conservation Office, December 2008.
7. Rayas-Duarte, Patricia, Phil Kenkel and **Conrad Lyford**. "Oklahoma Hard Red Winter Wheat 1999 Crop Quality Report." Food and Agricultural Products Research Center, April 2000.
8. Ricks, Donald, Timothy Woods, Duncan Boughton, and **Conrad Lyford**. "Strategic Planning with Horticultural Crop Industries." *Acta Horticulturae*, Number 429, 1996: 575-582. Paper presented at the XIIIth International Symposium on Horticultural Economics, August 4-9, 1996 at Rutgers University, New Jersey.
9. Yumkella, Kandeh, David Schweikhardt, **Conrad Lyford**, Vernon Sorenson, and Murari Suvedi. *Michigan Agriculture: Links to NAFTA; A Resource Manual for Extension Agents*, Michigan State University Agricultural Economics Report No. 573, December 1993.
10. Ricks, Donald, Timothy Woods, and **Conrad Lyford**. "Apple Grower Survey Results Related to the Michigan Apple Committee." Michigan State University, Department of Agricultural Economics Staff Paper No. 95-55, September 1995.
11. Ricks, Donald, Timothy Woods, and **Conrad Lyford**. "Michigan Apple Industry Survey Results on Research and Extension Needs." Michigan State University, Department of Agricultural Economics Staff Paper No. 96-2, January 1996.
12. Ricks, Donald, **Conrad Lyford**, and Timothy Woods. "Apple Varieties for Michigan - Results of a Shipper Survey and Comparison to Orchard Acreage Trends." Michigan

State University, Department of Agricultural Economics Staff Paper No. 96-10,
February 1996.

13. Ricks, Donald, **Conrad Lyford**, and Tim Woods. "Apple Varieties for Michigan -- Results of a Shipper Survey on Future Demand." *Great Lakes Fruit Growers News*, April 1996.

TEACHING EXPERIENCE

Teaching Philosophy

Teaching is a highly rewarding activity, and I enjoy working with and forming relationships with students. The goal of teaching in a course is to enhance students' knowledge and capabilities within the context of an overall degree program. My courses focus on the agribusiness thrust of the AAEC program, and as such have a high degree of practical training, real world "hands on" experiences and interactions with industry. In my classes, students are given opportunities to work directly with agribusiness organizations and develop analyses of practical business situations. I believe in using active learning strategies that have been shown to increase learning, retention, critical thinking and judgment development in students. To accomplish this, I use a combination of teaching techniques including decision cases, team problem solving, role playing and other methods to prepare students for successful careers. Overall, these efforts serve to link the more theoretical training of other courses in our program with the activities and analyses commonly carried out in various agribusiness-related professions.

Courses Taught

Undergraduate Courses

"Agribusiness Management" (AAEC 4315)

A senior level course focusing on agribusiness strategy, critical thinking and effective decisionmaking. Designed as a case driven capstone experience. Texas Tech University.

"Introduction to Sales" (AAEC 3305)

Principles and methods used in professional selling for the business environment. Teaches students the fundamentals of selling through practical experience working with sales professionals. Students spend a day with a salesperson and develop a complete sales presentation in their area of interest. Texas Tech University

"Internship in Agricultural and Applied Economics" (AAEC 4000)

Supervised study providing in-service training and practice in business and organizations. Ongoing each semester since

"Fundamentals of Agricultural and Applied Economics" (AAEC 2305)

Fundamental economic principles and their application to problems and issues in the food, fiber, and natural resources sectors of the economy.

Graduate Courses

“Advanced Market Analysis” (AAEC 5310)

The purpose of this graduate level course is to develop advanced decision making skills in the area of marketing management and public policy for the agribusiness and food distribution industry. Currently, the class is taught both in-person and at a distance/online. Texas Tech University.

“Professional Internship” (AAEC 5000)

The purpose of this course is for students to apply course learning and concepts in a professional internship experience with an agribusiness company. Career development and strategic assessment have been set up as critical components. This course is a key component of the new Master of Agribusiness program.

Graduate Student Committees:

Completed

Chaired: total of 42

Ph.D. total of 9

1. O. Emmanuel Chike, Department of Agricultural and Applied Economics Ph.D., Texas Tech University, Dissertation Title: “Using Interpretable Machine Learning and Event Study in Analyzing Health Policy and Outcomes.” August 2025.
- 2.
3. Samuel Uche, Department of Agricultural and Applied Economics Ph.D., Texas Tech University, Dissertation Title: “Essays in Applied Economics Linking Policy, Obesity, and Health Economics.” May 2023.
4. Sima Siami-Namini, Department of Agricultural and Applied Economics Ph.D., Texas Tech University, Dissertation Title: “Essays on Monetary Policy and Income Inequality.” Graduation: August 2020.
5. Gifty Sienso, Department of Agricultural and Applied Economics Ph.D., Texas Tech University, Dissertation Title: “Essays on Food, Nutrition, Health and Development in Northern Ghana.” Graduation: December 2019.
6. Kwaku Antwi, Department of Agricultural and Applied Economics, Ph.D., Texas Tech University, Dissertation Title: “Essays in Rural Household Food Security and Nutrition in Ghana.” Graduation: May 2018.
7. Raymond March, Department of Agricultural and Applied Economics, Ph.D., Texas Tech University, Dissertation Title: “Self Regulation in the U.S. Pharmaceutical Market.” Graduation: December 2017.

8. Janani Thapa, Department of Agricultural and Applied Economics, Ph.D., Texas Tech University, Dissertation Title: "Essays on Community-Based Interventions for Obesity Prevention." Graduation: August 2014.
9. Sangnyeol Jung, Department of Agricultural and Applied Economics, Texas Tech University, Ph.D., Dissertation Title: "Quality-Price Incentives in the U.S. Cotton Industry." Graduation: May, 2007.
10. Mark Welch, Department of Agricultural and Applied Economics, Ph.D., Texas Tech University, Dissertation Title: "Business Models for Competitive Success in the United States Textile Industry." Graduation: December, 2006.

M.S. total of 10

1. Ted Woolsey. Department of Agricultural and Applied Economics, Texas Tech University, M.S., Thesis Title: "Investigating US Breast Cancer Mortality Rates Using Big Data : Graduation: December, 2019.
2. Jennifer Crews. Department of Agricultural and Applied Economics, Texas Tech University, M.S., non-Thesis: Graduation: August, 2017.
3. Haiyan Wang, Department of Agricultural and Applied Economics, Texas Tech University, M.S., Thesis Title: "Assessing the Effect of Knowledge and Attitude on Skin Cancer Prevention in Rural Communities." 2013.
4. Margil Funtanilla, Department of Agricultural and Applied Economics, Texas Tech University, M.S., Thesis Title: "An Evaluation of the Organic Cotton Market Opportunity." 2009.
5. Langani Phiri, Department of Agricultural and Applied Economics, Texas Tech University, M.S., Thesis Title: "The Economic Feasibility of the Organic Cotton Marketing Opportunity in Zambia." 2009.
6. Chad Felderhoff, Department of Agricultural and Applied Economics, Texas Tech University, M.S. Thesis, Thesis Title: "Consumer Thresholds and Willingness to Pay for Beef Characteristics." Graduation: May, 2007.
7. Deidra Howell, Department of Agricultural and Applied Economics, Texas Tech University, M.S. non-thesis, Chair, completed May 2004.
8. Todd Hicks, Department of Agricultural Economics, Oklahoma State University, M.S. thesis, Thesis Title: "Bargaining Power and Contracting Agreements within the Fed Cattle Market: An Experimental Simulation Approach" Completed 2000.

9. Jed Isbell, Department of Agricultural Economics, Oklahoma State University, M.S. thesis, Thesis Title: “Strategies to Increase Wheat Value Through Segregating by Kernel Size and Uniformity.” Completed 1999.
10. Brent Wilborn, Department of Agricultural Economics, Oklahoma State University, M.S. non-thesis, Chair, Completed 2000.

MAB total of 23

1. Megan Zorzi, Master of Agribusiness, 2022.
2. Bailey Samper. Master of Agribusiness, 2021.
3. Garrett Scitern. Master of Agribusiness, 2019
4. Lance Esterling. Master of Agribusiness, 2019
5. Mary Failla, Master of Agribusiness, 2018
6. Macie Freiss. Master of Agribusiness, 2018
7. Baron Kloesel, Master of Agribusiness, 2015.
8. Garrett Grasmick, Master of Agribusiness, 2014.
9. Dinesh Cheedureddy, Master of Agribusiness 2013.
10. Walter Spurlock, Master of Agribusiness, 2012.
11. Shweta Dandawate, Master of Agribusiness, 2012.
12. Daniel Bieber, Master of Agribusiness, 2012.
13. Nancy Anderson, Master of Agribusiness, 2012.
14. Elissa Bootman, Master of Agribusiness, 2012.
15. Michael Crump, Master of Agribusiness, 2011.
16. Jordan Dickens, Master of Agribusiness, 2011.
17. Jared Coffelt, Master of Agribusiness, 2011.
18. Harish Pattisapu, Master of Agribusiness, 2010.
19. GinaMarie Munch, Master of Agribusiness, 2010.
20. Matt Stolz, Master of Agribusiness, 2010.
21. Ryon Groesbeck, Master of Agribusiness, 2009.
22. Nick Hoffman, Master of Agribusiness, 2007.
23. Dusty Street, Master of Agribusiness, 2006.

M. Ag.

1. Austin Heck, M.Ag., 2009.

Committee member of: total of 29

1. Grace Lee. Nutritional Sciences, 2023.
2. Shelby Young, Master of Agribusiness, 2020.
3. Lauren Worley, Master of Agribusiness, 2020.
4. Upasana Mukherjee. Nutritional Sciences, PhD, 2020.
5. Lianqun Sun. Agricultural and Applied Economics, PhD, 2020.
6. Thomas Korankye, Personal Financial Planning, PhD, 2020.

7. Niranjan Jayarmu. Agricultural and Applied Economics, PhD, 2020.
8. Mark Evers. Personal Financial Planning, PhD, 2020.
9. Anthony Macharia. Agricultural and Applied Economics, PhD, 2019.
10. Myranda Villanueva. Master of Agribusiness, 2019.
11. Ziaul Rana. Nutritional Sciences, PhD, 2019.
12. Olumide Aborisade. Agricultural and Applied Economics, PhD, 2019.
13. Laura Leese. Agricultural and Applied Economics, MS non-thesis. 2019.
14. Chris Crouch. Personal Financial Planning, PhD., 2018.
15. Sanjoy Saha. Nutritional Sciences, PhD, 2018
16. Yasaman Jamshidi. Nutritional Sciences, PhD, 2018
17. Hossein Salehi. Personal Financial Planning, PhD, 2018.
18. Ashton Kausak, Master of Agribusiness, 2018.
19. Dipak Subedi, Agricultural and Applied Economics, M.S. Thesis, 2011.
20. Derrick Sikombe, Agricultural and Applied Economics, M.S. thesis, 2009.
21. Gene Maulding, Plant and Soil Sciences, M.S. thesis, 2007.
22. John Kellermeier, Animal and Food Sciences, Ph.D, 2007.
23. Angela Reicks, Animal and Food Science, Ph.D., Texas Tech University, 2006.
24. Gary Gregory, Master of Agricultural Business, 2004.
25. Kyle Dahl, Department of Animal and Food Science, M.S. thesis, 2003.
26. Jared Carlberg, Department of Agricultural Economics, Oklahoma State University, Ph.D. 2002.
27. Ronald Mutai, Department of Agricultural and Applied Economics, M.S. thesis, 2001.
28. Edwin Acbol, Department of Agricultural Economics, Oklahoma State University, M.S. thesis, 2000.
29. Jose Bellini Leite, Department of Agricultural Economics, Oklahoma State University, Ph.D., 1999.
30. Weylin Lucius, Department of Agricultural Economics, Oklahoma State University, M.S. thesis 1998.

In progress:

Ph.D. Chair: total of 1

1. Oluwabusolami Ogunmoyero, Ph.D. in Agricultural and Applied Economics. Dissertation title to be determined.

Student Interactions

Academic Advisor to 80 Agricultural Economics Students.

Guest judge for evaluating undergraduate research posters for 6 students (2003).

Coach. I coached teams of graduate students in the 2002 & 2004 AAEE case study competitions. In 2002, one team came in 2nd in the competition.

Junior Advisor to Undergraduate Student Agricultural Economics Association (2006/2007).

Teaching Grants and Contracts

“Marketing the New Online MAB Degree,” Growing Graduate Programs, The Graduate School at Texas Tech University, \$5,000, 2020/2021

“Program Development and Internship Visits for the Master of Agribusiness,” Growing Graduate Programs, The Graduate School at Texas Tech University, \$8,000, 2009/2010.

“Enhancing Capabilities in Quality Evaluation and Marketing”, Development Leave/Sabbatical, University of New South Wales – Armidale, \$15,000.

“Marketing the Master of Agribusiness Degree Program,” Growing Graduate Programs, The Graduate School at Texas Tech University, \$8,000, 2007/2008.

“Promotional Support for the MAB Degree,” Graduate Education Enhancement Program, The Graduate School at Texas Tech University, \$3,500, 2006/2007.

“A Case Study of Large Scale Hog Production and the Environment,” Service Learning Program, Oklahoma State University, \$1,800, Fall 1998.

SERVICE

PROFESSIONAL ORGANIZATIONS

1. Reviewer, Mandela Washington Fellowship Applications, Ghana, 2022, 2023.
2. Reviewer, Humphries Scholarship Applications, Ghana, 2022.
3. Reviewer, Ghana Fulbright Program, 2022
4. Reviewer, Agribusiness Program, University for Development Studies, Ghana, 2022.
5. Reviewer, Technical Review, Fulbright Egyptian Program, 2021, 2022, 2023
6. Reviewer, National Science Foundation, 2020.
7. Reviewer, Fulbright Scholar Program, Agriculture Peer Review Committee, Council for International Exchange of Scholars, 2016-2018
8. Reviewer and Member, Articles, Community of Practice, Healthy Food Choices in Schools, 2014-present
9. Member, AAEA Case Study Invited Paper Committee, Appointment: 2011-2014.
10. Member, C-FARE, Blue Ribbon Panel – Consumer Concerns about Food, Health and Safety, 2011- 2018
11. Communications Officer. Western Education / Extension and Research Activity (WERA-72) 2005- 2014.
12. Treasurer/Secretary. Learning and Communications Section, American Agricultural Economics Association, 2003-2006.
13. Co-chair. Teaching, Learning and Communications committee, American Agricultural Economics Association 2002-2003.
14. Member. Nominating Committee. American Agricultural Economics Association 2004-2007.
15. Reviewer. National Research Initiative Competitive Grants program, 2002.

16. Moderator for Annual Professional Meetings
 WERA-72 Annual meetings (2006)
 Society for the Advancement of Management (2006)
 American Agricultural Economics Association (2003, 2004, 2009, 2010)
17. Selected Paper Reviewer for Annual Professional Meetings
 American Agricultural Economics Association (2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011)
 WERA-72 (2005, 2006, 2007, 2008, 2009, 2010)
 IAMA World Forum (2005, 2006, 2007, 2008, 2009, 2010)
 Southern Agricultural Economics Association (2004)
 Society for the Advancement of Management (2006)
 American Association of Health Economists (2019)
18. Reviewer. 2004 SS-AAEA Student Paper Competition at the 2004 American Agricultural Economics Association annual meetings.
19. Judge. 2003 & 2004 American Agricultural Economics Association case study competition.
20. Reviewer, National Science Foundation, MRI Limited Submission, 2020.

Reviewer Refereed Journal Articles: total of 39

1. Journal of Rural Health, 2023.
2. International Food and Agribusiness Management Review, 2023.
3. International Food and Agribusiness Management Review, 2022.
4. International Food and Agribusiness Management Review, 2021.
5. International Journal of Retail and Distribution Management, 2020.
6. International Journal of Health Promotion and Education, 2020.
7. International Food and Agribusiness Management Review, 2019.
8. Journal of Agricultural and Resource Economics, 2019.
9. Appetite, 2018.
10. Applied Economic Perspectives and Policy, 2017.
11. Applied Economic Perspectives and Policy, 2017.
12. International Food and Agribusiness Management Review, 2017.
13. International Food and Agribusiness Management Review, 2017.
14. International Food and Agribusiness Management Review, 2016.
15. Journal of Food Distribution, 2016.
16. International Food and Agribusiness Management Review, 2016.
17. International Food and Agribusiness Management Review, 2015.
18. International Food and Agribusiness Management Review, 2014.
19. International Food and Agribusiness Management Review, 2013.
20. International Food and Agribusiness Management Review, 2011.
21. International Food and Agribusiness Management Review, 2011.
22. International Food and Agribusiness Management Review, 2010.

23. International Food and Agribusiness Management Review, 2010.
24. International Food and Agribusiness Management Review, 2009.
25. New Zealand Journal of Crop and Horticultural Science, 2009.
26. Journal of Agribusiness, 2008.
27. New Zealand Journal of Crop and Horticultural Science, 2008.
28. International Food and Agribusiness Management Review, 2007.
29. International Food and Agribusiness Management Review, 2006.
30. International Food and Agribusiness Management Review, 2005.
31. Journal of Agribusiness, 2005.
32. International Food and Agribusiness Management Review, 2004.
33. International Food and Agribusiness Management Review, 2003.
34. Journal of Agribusiness, 2003.
35. Journal of Food Distribution, 2002.
36. Journal of Agribusiness, 2001.
37. Journal of Agricultural and Applied Economics, 2001
38. Review of Agricultural Economics, 2001
39. Review of Agricultural Economics, 2001.

UNIVERSITY SERVICE:

1. Faculty Senate, 2020-present.
2. Member, Advisory Board, Obesity Research Institute, 2013 – present.
3. Chair, Faculty Senate, Climate Committee, 2021-2022.
4. Graduate School Dean's Representative (2010, 2018, 2020, 2021, 2022, 2023)
5. Review of the Graduate Program, Department of Design, 2019.
6. Member, AIA Design and Health Research Consortium, Texas Tech University, 2014-2018.
7. Founding Member, Transdisciplinary Research Academy, Texas Tech University, 2011-2012.
8. External voting member for Dr. Charlene Kalenkoski's promotion to Full Professor in Personal Financial Planning.
9. External voting member for Dr. Deena Katz's promotion to Full Professor in Personal Financial Planning.
10. External voting member for Dr. Sandra Huston's promotion to Full Professor in Personal Financial Planning.
11. External voting member for Dr. Donald Lacombe's promotion to Full Professor in Personal Financial Planning.

12. Member, review of Graduate Program, Department of Design, TTU, 2019.

COLLEGE SERVICE

1. Member, College Level Institutional Effectiveness Committee, 2016 – present.
2. Chair, Mediation Committee, 2016/2017, 2017/2018, 2019/2020.
3. Chair, College Level Institutional Effectiveness Committee, 2015 – 2016.
4. Member, Mediation Committee 2009/10
5. Member, Commencement Committee 2007/08
6. Member, ad hoc Marketing Task Force, CASNR: Met once to twice a month to work on a marketing plan for the college that will increase student numbers and awareness of the college within targeted markets. In the committee we have develop a college logo, graphics standards document and a marketing inventory & plan. Many of these ideas have been implemented within the college. (2002-2006)
7. Member, Development Committee, CASNR (2001/02, 2002/2003)
8. Member, Animal and Food Sciences, 3 year review, Dr. Alexandra Protopopova, 2018.
9. External voting member for Dr. John Rayfield for Tenure and Promotion to Professor, Agricultural Education and Communications, 2020.

DEPARTMENTAL SERVICE

1. Senior Faculty Advisor to Undergraduate Agricultural and Applied Economics Club, 2007-2008.
2. Junior Faculty Advisor to Undergraduate Agricultural and Applied Economics Club, 2006-2007.
3. Reviewed numerous graduate student admission packages.
4. Coordinated the review of Master of Agribusiness graduate student admission packages, 2005-present.
5. Committee Chair
Internship (2005/2006, 2006/2007)
Master of Agribusiness Program (2005/2006, 2006/2007, 2007/2008, 2008/2009, 2009/2010, 2010/2011, 2011/2012, 2021/2022, 2022/2023)
6. Committee Membership
Distance Courses (2016/17)
Master of Agribusiness Program (2012/2013, 2013/2014, 2014/2015, 2015/2016,

2016/2017, 2017/2018, 2018/2019, 2019/2020, 2020/2021)
Undergraduate Programs (2013/2014, 2014/2015, 2015-2016, 2016/2017, 2017/2018)
Internship (2001/2002, 2002/2003, 2003/2004, 2004/2005, 2020/2021, 2021/2022,
2022/2023)
Student Recruitment, Awards & Scholarship (2001/2002, 2003/2004)
Graduate Committee (2002/2003, 2006/2007, 2007/2008, 2008/2009, 2009/2010,
2010/2011, 2011/2012, 2020/2021)
Recruitment, Awards & Scholarship (2004/2005)

7. Ad hoc committee to establish a class on logistics based upon a Needs Assessment. Class is currently being taught in the department.
8. Chair, 3 year review committee, Agricultural and Applied Economics, Dr. Sanja Zivkovic, 2019.
9. Member, Search Committee, Assistant Professor, Agribusiness, 2020.

PROFESSIONAL AWARDS

President's Engaged Scholarship Award, Texas Tech University, 2025
Gamma Sigma Delta, Honor Society of Agriculture, 2001.
Fulbright Fellowship, Ethiopia, 2015.
President's Leadership Institute, Texas Tech University, 2015-2016.
Fulbright Fellowship, Ghana, 2022.
President's Excellence in Engaged Scholarship Award, Texas Tech University, 2025.