

OLGA MUROVA
Department of Agricultural & Applied Economics
Texas Tech University
Lubbock, TX 79409
Tel.: (806) 843 – 3257
olga.murova@ttu.edu

EDUCATION:

Ph.D. - Agricultural & Applied Economics, Mississippi State University, 2000.
MABM – Agricultural Economics, Mississippi State University, 1996.
B.A. and M.S. - Civil Engineering, Industrial Buildings, Makeevsky Civil Engineering Institute, Ukraine, 1986.

RESEARCH INTERESTS:

Rural and International Development, International Trade, Agribusiness, and Marketing.

EMPLOYMENT EXPERIENCE:

September, 2014 – Present, Associate Professor, Department of Agricultural & Applied Economics, TTU.
September, 2008 – August, 2014, Assistant Professor, Department of Agricultural and Applied Economics, TTU.
2005 – August, 2008, Instructor, Department of Agricultural and Applied Economics, TTU.
2000-2004 Research Specialist, Department of Agricultural Economics and Agribusiness, University of Arkansas.
2000 (summer) Adjunct faculty, Mississippi University for Women.
1999-2000 Graduate Research Assistant, Department of Agricultural Economics, Mississippi State University.
1998 Graduate Research Assistant, Extension Services, Community Resource Development, Mississippi State University.
1997 (summer) Research Assistant, USDA Economic Research Service.
1994-1997 Graduate Research Assistant, Center for International Security and Strategic Studies, Mississippi State University.
1981-1987 Economist, Management of Municipal Economy, Donetsk, Ukraine.

PUBLICATIONS:

Murova, O., Boonsaeng, T., and K. Williams. (2025). Investigating Factors Affecting the Prices of Texas Wine Grapes. *Archives of Business Research*, 13, (5), 35-45.
<https://doi.org/10.14738/abr.1305.18757>

Flowers-Portillo, H., M.D. Amin, S. Badruddoza, and O. Murova. 2025. Mexican Animal Producers Value US Sorghum as feed, but logistics and policy support remain a challenge. *Choices*. [2nd Quarter 2025 | Choices Magazine Online](#).

Khan, A., and O. Murova. 2024. Is the rising US debt sustainable: an analysis of primary balance, economic growth, and real interest rate. *Public Budgeting and Finance*, 1-11,
<https://doi.org/10.1111/pbaf.12386>.

Amin M., S. Badruddoza, and O. Murova. 2024. Interim progress report for the EMP USDA. *Market assessment and opportunity identification for export of Texas sorghum as animal feed to Mexico*.

Boonsaeng, T., Murova, O., and N. Velikova. 2023. A comparative analysis of changes in consumers' perceptions and attitudes towards local wines in the emerging wine region. *Journal of Food Distribution Research*, Volume 54, Issue 2.

Khan, A., Murova, O. I. 2022. An Alternative Framework for Analyzing the Financial Conditions of a Government using Mead's 10-Point Ratios. *Government Finance Review*, October 2022.

Murova, O. 2022. An overview of the sustainable agricultural waste practices of West Texas. *Natural Resources*, 13 DOI: 10.4236/nr.2022.134007.(4).

Murova, O. 2022. Agricultural Support Policies: The Case of Krasnodar's Region, Russia. *The American Academy of Business Journal*, 27(1), 10-18.

Mohammed, R., and O. Murova. 2019. Strategic Price Response in the Differentiated U.S. Yogurt Market. *International Journal of Economics and Financial Issues*, 9(6), 163-170.

Mohammed, R., and Murova, O. 2019. Examining Demand Elasticities in the Differentiated Yogurt Market. *Applied Economics and Finance*, 6(6), 69-79.

Murova, O., and A. Khan. 2019. Infrastructure Productivity and the US Economy: Prospects for the 21st Century. *US Infrastructure: Challenges and Directions for the 21st Century*. Book Chapter. Routledge publishers.

Mohammed, R., and O. Murova. 2019. The Effect of Price Reduction on Consumer's Buying Behavior in the US Differentiated Yogurt Market. *Applied Economics and Finance*, 6(2), 32-42.

Murova, O. and A. Bacho. 2017. Financial Performance Analysis of Corn-based Ethanol Enterprises in the U.S. *Business and Economic Research*, 7(1).

Cortez, O. and O. Murova. 2017. The Gears of Investment in Education: An Econometric Analysis on the Impact of Growth, Economic, and Education Indicators on Public Education Expenditure in Developed and Developing Economies. *The Journal of American Business Review, Cambridge*.

Murova, O. and A. Khan. 2017. Public Investments, Productivity and Economic Growth: A Cross-Study of Selected Public Expenditures in the United States. *International Journal of Productivity and Performance Management*, 66(2).

Ritchie, G., and O. Murova. 2015. Report to funding agency Advanta US. *An Integrated Approach to Compare Sorghum Lines over a Range of Irrigation Levels in West Texas*.

Murova, O. 2015. Current U.S. Policies for Rural Development. *Modern Development Trends of Science and Technology, part II*. City of Belgorod: Agency of scientific research.

Khan, A., and O. Murova 2015. Productive Efficiency of Public Expenditures: A Cross-State Study. *State and Local Government Review*, 47(3).

Murova, O. 2015. Agricultural Land Policy of Ukraine: State Legislation and Efficiency Analysis. *Transition to Agricultural Market Economies: The Future of Kazakhstan, Russia and Ukraine*, book chapter, CABI publishers.

Velikova, N., Murova, O., and Dodd, T. 2013. Emerging Wine Market in the Dominican Republic: Consumer Market Analysis. *Wine Economics and Policy*, 2, 76-84.

Murova, O., Velikova, N., and T. Dodd. 2013. *Exporting U.S. Wine to the Dominican Republic*, vol. 48, pp. 44-69. Proceedings of the Caribbean Food Crops Society.

Murova, O. 2013. Land Policy in Ukraine and its Impact on Technical Efficiency. *Village and Agriculture*, Polish Academy of Science, Vol. 159 (2), 141-156.

Murova, O., and B. Chidmi. 2013. "Technical Efficiency of US Dairy Farms and Federal Government Programs." *Applied Economics*, Vol. 45, Issue 7.

Subedi, D., and Murova, O. 2012. Predicting the Aggregate Economic Impact of Rural Community Events. *The Journal of American Business Review, Cambridge*, 1(1), 1-7.

Murova, O., Kolyesnikova, N., and T. Dodd. 2012. *Final Report to the United States Department of Agriculture Foreign Agricultural Service Emerging Markets Program*.

Murova, O., Kolyesnikova, N., and T. Dodd. 2012. The wine distribution system in the Dominican Republic: A qualitative approach. *International Journal of Managing Value and Supply Chains*. 3(3), 1-12.

Murova, O., Malaga, J., and B. Chidmi. 2012. "US Cottonseed Price Analysis and Policy Implications." In Koveos, P. (Ed.), *Financial Crises, Impact and Response: The View from the*

Emerging World. Proceedings of the Athens Institute for Education and Research, ISBN 978-960-9549-71-4 (pp.535—548). ATINER, Greece.

Murova, O. 2011. "Agricultural Economics and Agricultural Educational Programs: Texas Tech Experience." Pankov, H.B. and Borisoglebskya, L.N. (Eds.), *Methodology, Theory and Experience in Creation of Educational Base*. Proceedings of St. Petersburg Trade and Economics University, St. Petersburg, Russia, October 30.

Murova, O., and C. Lyford. 2011. Biannual report for Texas Department of Agriculture: 2009-2011 Assessment of the GO TEXAN Hometown STARS program and Bootstrap Bucks program. Texas Department of Agriculture, September.

Hanagriff, R., Murova, O., and Santiago-Mullins, M. 2011. *Measuring the Health of a State Branded Wine Product in Texas*. *The Business Review*, Cambridge, Vol. 11(1), pp.:62-73.

Chidmi, B., and O. Murova. 2011. "Measuring Market Power in the Supermarket Industry: The Case of the Seattle-Tacoma Fluid Milk Market," *Agribusiness: An International Journal*, 27/4, pp.:435-449.

Murova, O., and R. Hanagriff. 2011. "Determinants of Returns in Rural Tourism," *Journal of Agricultural & Applied Economics*, 43(3), pp.:423-432.

Hanagriff, R. and Murova, O. 2011. "Analysis of Texas Winery Visitor Spending and GOTEXAN Efforts to Promote Winery Tourism," Southern Agricultural Economics Association Annual Meetings, Corpus Christi, TX, February 6. (<http://purl.umn.edu/98793>)

Murova, O., and J. Malaga. 2010. "Impact Analysis of State's Programs Aimed toward the Development of Rural Texas." In D. Verzilin & T. Maksimova (Eds.), *Modeling and Analysis of Mass Events in Economy and Society*. Proceedings of St. Petersburg Trade and Economics University, ISBN 978-5-98709-273-6 (pp. 84-87). St. Petersburg, Russia.

Murova, O., and C. Lyford. 2010. Annual report for Texas Department of Agriculture: 2008-09 Assessment of the GO TEXAN Hometown STARS program and Bootstrap Bucks program. Texas Department of Agriculture, November.

Kolyesnikova, N., & O. Murova. 2010. "Analysis of wine festival visitors' purchasing behavior." In D. Verzilin & T. Maksimova (Eds.), *Modeling and Analysis of Mass Events in Economy and Society*. Proceedings of St. Petersburg Trade and Economics University, ISBN 978-5-98709-273-6 (pp. 84-87). St. Petersburg, Russia

Murova, O., D. Ethridge, and D. Hudson. 2010. "Eastern Europe's Agriculture: Transitioning to Market-based Systems." Published by Cotton Economics Research Institute, SR10-01.

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," *The Business Review*, 16(1), 67-73.

Murova, O., C. Lyford, and D. Subedi. 2009. Annual report for Texas Department of Agriculture: 2008-09 Assessment of the GO TEXAN Hometown STARS program and Bootstrap Bucks program. Texas Department of Agriculture, November.

Murova, O. 2008. Gender Employment and Earnings Mobility. *The Indian Journal of Economics*. Vol. LXXXVIII (351): 661-669.

Rainey, D. V., O. Murova, and M. J. Landry. 2006. Economic Growth and Local Government Expenditures. *Journal of Applied Research in Economic Development*, Vol.3(2): 45-55. (<http://www.accra.org/downloads/publications/journal/v3n2.pdf>).

Rainey, D. V., and O. Murova. 2004. Transportation Infrastructure and Rural Economic Growth. Final Research Report to Mack-Blackwell Rural Transportation Center.

Murova, O., and D. V. Rainey. 2004. Data Envelopment Analysis of Efficiency Estimation in Public Schools. *Empirical Economics Letters*. Vol. 3(4):1-19.

Rainey, D. V., and O. Murova. 2004. Factors Influencing Education Achievement. *Applied Economics*. Vol. 36(21):2397-2404.

Rainey, D.V., and O. Murova. 2004. Arkansas Public School Districts Efficiency Estimation: Is Restructuring Necessary, *Educational Research and Policy Studies Journal*. Vol.

3(4):1-22.

Murova, O., M. A. Trueblood, and K.H. Coble. 2004. Measurement and Explanation of Technical Efficiency Performance in Ukrainian Agriculture, 1991-1996. *Journal of Agricultural and Applied Economics*. Vol. 36(1):185-198.

Management Training Manual for Board Members of Public Water Systems. 1999. Community Resource Development, Mississippi State University Extension Service. Personally contributed to the Long-range Financial Planning chapter of this manual.

CONFERENCES:

Murova, O. (Presenter & Author), Boonsaeng, T. (Author Only), Williams, K. (Author Only), International Conference, American Association of Wine Economists, Lausanne, Switzerland, "Influential Factors in the econometric modeling of the price of grapes in Texas," International, peer-reviewed/refereed. (July 1, 2024).

Flowers Portillo, H. (Presenter & Author), Amin, M. (Author Only), Badruddoza, S. (Author Only), Murova, O. (Author Only), Southern Agricultural Economics Association 56th Annual Meeting, USDA FAS, Atlanta, Georgia, "Willingness to pay of Mexican Producers for Sorghum-based Feed," Regional, peer-reviewed/refereed. (January 14, 2024).

Baryshpolets, A. (Presenter & Author), Murova, O. (Author Only), Southern Agricultural Economics Association, "Production efficiency analysis of an industry with high latent heterogeneity across firms: the case of sunflower seeds crushing plants in Ukraine," Presentation at the Southern meeting of Agricultural Economics. (February 9, 2021).

Baryshpolets, A. (Presenter Only), Devadoss, S. (Author Only), Murova, O. (Author Only), 20th annual Texas Tech University virtual Poster Competition, Texas Tech University, "The Effects of the EU-Ukraine Free Trade Agreement on the World's Sunflower Complex," Lubbock, TX. (March 11, 2021).

Mohammed, R. (Presenter & Author), Murova, O. (Author Only), Southern Association of Agricultural Scientists, "Demand Elasticities of Differentiated Yogurt", Jacksonville, Florida, (February 7, 2018).

Mohammed, Rezgar (Presenter & Author), Murova, Olga (Author Only), Southern Association of Agricultural Scientists, "The Effect of Price Promotion on Consumer's Buying Behavior in the Yogurt Market," Jacksonville, Florida. (February 6, 2018).

Murova, O. (Presenter & Author), Bacho, A. (Author Only), Southern Association of Agricultural Scientists, "Analysis of financial characteristics of corn-based ethanol enterprises in the United States", Mobile, Alabama, (February 7, 2017).

Mohammed, Rezgar (Presenter & Author), Murova, Olga (Author Only), Chidmi, Benaissa (Author Only), Southern Association of Agricultural Scientists, "Demand for yogurt in the trend of manufacturer brand and organic information," Mobile, Alabama. (February 6, 2017).

Murova, O. (Presenter & Author), Chidmi, B. (Author Only), American Association of Wine Economists, "Demand Analysis of Beer Consumption in the U.S.", Mendoza, Argentina, (May 25, 2015).

Murova, O., Southern Association of Agricultural Economists meeting, Atlanta, Georgia, "Efficiency of the U.S. Public Sector," Regional, peer-reviewed/refereed, February 3, 2015.

Murova, O. (Presenter & Author), Southern Association of Agricultural Scientists, Dallas, Texas, "The future of Ukraine in Global Agricultural Markets," Regional, peer-reviewed, refereed, published elsewhere, February 3, 2014.

Murova, O., Southern Association of Agricultural Scientists, "Analysis of Ukrainian Land Policies," Orlando, Florida, February 4, 2013.

Murova, O. Land Use in Transition: Potentials and Solutions between Abandonment and Land Grabbing, "Regional Effect of Form of Ownership on the Efficiency of Production in Ukraine," Leibniz Institute of Agricultural Development, Halle, Germany, June 20, 2012.

Murova, O., Kolyesnikova, N., and Dodd, T. The 6th Annual Conference of American Association of Wine Economists, "Market assessment and opportunity identification for export of U.S. wines to the Dominican Republic.," American Association of Wine Economists, Princeton, NJ, June 2012.

Murova, O., Kolyesnikova, N., and Dodd, T. The 48th Annual Meeting of the Caribbean Food Crop Society and the 25th Meeting of the Mexican Agribusiness Society (joint meeting), "Investigating the opportunities for exporting U.S. wine to the Dominican Republic.," Cancun, Mexico, May 2012.

Murova, O., Kolyesnikova, N., and Dodd, T. Wine and Grape Symposium, Sacramento, California, January 24-26, 2012.

Subedi, D. and O. Murova. "Can the Aggregate Economic Impact of Rural Community Events be Predicted?" Selected paper at the SAEA annual meeting in Birmingham, Alabama, February 4-7, 2012.

Murova, O., and Hanagriff, R. "Consumers' Decisions on Purchasing Texas Wine", Paper presented at the 5th Annual Conference of the American Association of Wine Economists, Bolzano, Italy, June 23, 2011.

Murova, O., and Hanagriff, R. "TDA's Wine Marketing Passport Program that Promotes Tourism and Texas Wineries", Paper presented at the 5th Annual Conference of the American Association of Wine Economists, Bolzano, Italy, June 23, 2011.

Murova, O., and R. Hanagriff. "Determinants of Returns on Investment in Rural Tourism," Invited paper session at the SAEA annual meeting in Corpus Christi, February, 2011.

Hanagriff, R., and O. Murova. "Analysis of Texas Winery Visitor Spending and GO TEXAN Efforts to Promote Winery Tourism," Selected paper presented at the SAEA annual meeting in Corpus Christi, February, 2011.

Murova, O., and B. Chidmi. "How Tourism Contributes to the Development of Rural Texas", 7th International Conference on Environmental, Cultural, Economic and Social Sustainability, January 5-7, 2011, Hamilton, New Zealand.

Hanagriff, R., O. Murova, and C. Lyford. "Study of Economic Impacts Derived from 2005 to 2009 Rural Texas Community Events and Factors that Predict Spending," Proceedings of the Economics, Finance and International Business Research Conference, Miami, FL, December 2010.

Murova, O., and C. Lyford. "Rural Development Programs Progress Report," presented by Olga Murova to the grant specialists Debbie Walls and Sonia Hernandez at Texas Department of Agriculture, Austin, August 6, 2010.

Hanagriff, R., and O. Murova. "Texas Department of Agriculture's Wine Marketing Passport Program that Promotes Tourism and Texas Wineries: Are There Measurable Returns?" Paper presented at the 4th Annual Conference of American Association of Wine Economists, US Davis, California, June 25-28, 2010.

Murova, O., R. Hanagriff, and C. Lyford. "A 2008 & 2009 Comparative Assessment of Texas Department of Agriculture Programs to Support Rural Economic Tourism Events. How Strong are these Economic Returns?" Selected paper for Southern Meeting of Agricultural Economics in Orlando, Florida, February 2010.

Hanagriff, R., O. Murova, and C. Lyford. "A Longitudinal Study of Economic Impacts Derived from Rural Texas Community Events. Can a Community Predict Economic Returns?" Selected paper for Southern Meeting of Agricultural Economics in Orlando, Florida, February 2010.

Hanagriff, R., O. Murova, and C. Lyford. "Regional Rural Economic Development Using Revenues Generated from Tourism Spending." Selected paper for the ITLC and IABR College Conference, Orlando, Florida, February 2-5, 2010.

Bazarov, S., D. Hudson, and O. Murova. "Central Asian Cotton Industry Structure and Policies". Presented at the Beltwide Cotton Conference, January 4-7, 2010.

Murova, O., J. Malaga, and B. Chidmi "Analysis of Demand for Cottonseed in the United States for Cotton Producing Region of West Texas". Presented by Jaime Malaga and submitted for publication at the 4th International Economics Symposium in Athens, Greece, August 4-7, 2009.

Murova, O., and B. Chidmi. "Impacts of Federal Government Programs and Specific Farm Variables on Technical Efficiency of Dairy Farms." Selected Paper presented at the Southern Agricultural Economics Association Annual Meeting, Atlanta, GA, February 2009.

Murova, O., and B. Chidmi. "Technical Efficiency and Relocation Decision: The Case of U.S. Dairy Farmers." 3rd International Symposium on Economics, Athens, Greece, August 2008.

Chidmi, B., and O. Murova. "Time-varying Duopoly Competition in Supermarket Industry: The Case of Seattle-Tacoma Milk Market." 30th Annual Marketing Science Conference, Vancouver BC, June 2008.

Chidmi, B., and O. Murova. "Duopoly Competition in Supermarket Industry: The case of Seattle-Tacoma Milk Market." Selected Paper presented at the Southern Agricultural Economics Association Annual Meeting, Dallas, TX, February 2008.

Murova, O., K. Coble, and M. Trueblood. "Supply Response of Ukrainian Agriculture." Selected Paper presented at the American Meeting of Agricultural Economics, August 2001.

Mumma, G., O. Murova, W. Couvillion, and K. Rogers. "Gauging the Impact of ISO 9000 Standards on the Performance of Registered U.S. Agribusiness Sites: A Simultaneous Multinomial Probit Model. Poster. American Meeting of Agricultural Economics, July 2000.

Murova, O., M. Trueblood, and K. Coble. "Efficiency Analysis of Ukrainian Agriculture". North American Productivity Workshop, June 2000.

Murova, O., K. Coble, and M. Trueblood. "Efficiency and Productivity Analyses of Ukraine, 1991-1996." Selected Paper presented at the Southern Agricultural Economics Meeting, January-February 2000.

Murova, O., G. Mumma, D. Hudson, and W. Couvillion. "Soybean Quality Price Differentials from an Elevator's Perspective." Selected Paper presented at the American Meeting of Agricultural Economics, August 1999.

Coble, K.H., and Olga Murova. "Policy Changes and Agricultural Market Variability." Selected Paper presented at the Southern Agricultural Economics Meeting, February 1999.

Spurlock, S., B. Barnett, O. Isengildina, S. Dhar, S. Meerungruang, G. Mumma, and O. Murova. "Evaluating Crop and Revenue Insurance Purchase Decisions in the Mid-South." Selected Paper presented at the Southern Agricultural Economics Meeting, February 1998.

GRANTS:

Murova, O. CASNR, TTU. Summer research and teaching grant. Funded for summer 2024 (\$8,976).

Amin, M., Murova, O. and S. Badruddoza. "Market Assessment and Opportunity Identification for Export of Texas Sorghum as Animal Feed to Mexico." Submitted to the Emerging Markets Program of Foreign Agricultural Service, USDA on June 25, 2021 (\$124,108).

Murova, O. CASNR, TTU. Summer research and teaching grant. Funded for summer 2021 (\$8,976).

Murova, O. CASNR, TTU. Summer research and teaching grant. Funded for summer 2020 (\$7,500).

Murova, O. CASNR, TTU. Summer research and teaching grant. Funded for summer 2019 (\$8,000).

Zivkovic, S. and O. Murova. "Serbia Developing of the Food Processing Industry Associations and Cooperatives." Cochran Fellowship Program, 2016, funded for 2016 (\$12,279.30).

Ritchie, G. and O. Murova. "An Integrated Approach to Compare Sorghum Lines over a Range of Irrigation Levels in West Texas." Submitted to Advanta U.S., in 2014, funded for 2014-2015 (\$34,977).

Murova, O., N. Kolyesnikova, and T. H. Dodd. "Market Assessment and Opportunity Identification for Export of Texas Wine to the Dominican Republic." Submitted to the Emerging Markets Program of Foreign Agricultural Service, USDA on June 16, 2010, funded for 2011-2012 (\$94,905).

Murova, O., and C. Lyford. Grant proposal to DTA “Impact Evaluation of the Go Texan Rural Community Programs: Hometown STARS and Bootstrap Bucks”. Funded for 2009-2011 (\$90,000 total for three years). The general objective of this project is to investigate the impact of each program on the local economy and the state’s economy overall.

SERVICE:

National: Member of the Blue Ribbon Panel – Economic Opportunities in Rural Communities for the Council on Food, Agricultural and Resource Economics.

College: Recruiting, Retention, and Career Development Committee,
Marketing Committee

Department: Member of the Agribusiness Program Committee,
Undergraduate Committee

UNFUNDED INTERNATIONAL DEVELOPMENT PROGRAMS:

1992-1998 interpreted for several groups of visitors under USDA Cochran Fellowship programs and USAID Farmer-to-Farmer programs while at Mississippi State University. These programs trained farmers and managers from Russia, Kazakhstan, Uzbekistan, Kirgizstan, and Tajikistan on the topics of cotton and catfish farming, and banking system in the United States.

1997-2000 worked with USAID on marketing of agricultural commodities in Ukraine program.

2015 mentored a Fulbright student under BHEARD program.

2015-2016 currently working with the Fulbright Scholar from Philippines on two research projects.

CURRENT MEMBERSHIPS:

Member of the Southern Agricultural Economics Association.

Member of the American Association of Wine Economists.

Member of TTU Chapter of GAMMA SIGMA DELTA.

REVIEWER:

Economic Development Quarterly Journal, since 2009.

SAEA meeting selected paper proposals, since 2010.

Educational Economics Journal, since 2010.

AAEA meeting selected paper proposals in 2013.

American Journal of Experimental Agriculture, since 2013.