

From June 21 to 24 2022, I attended the 9th EAAE (European Association of Agricultural Economists) PhD Workshop in Parma, Italy. The goal of this PhD workshop is to provide an opportunity for PhD students to present their research projects, hear feedback from others, get insights and inspiration from peers' research, and build up social networks among peers. Thanks to the travel bursary offered by AES (Agricultural Economics Society), I had a pleasant experience in this PhD workshop. In the following three ways, I benefit from the attendance of this PhD workshop:

First, I received helpful questions and comments on my research. I started my PhD in Marketing and Consumer Behavior group at Wageningen University & Research in 2020 and examine consumer behavior related to food waste as my PhD project. In the PhD workshop, I presented my first project "Save near-expired food: Does a message to avoid food waste affect food purchases and household waste prevention behavior?". This research demonstrates that a message about food waste avoidance can increase consumers' willingness to buy near-expired food due to increased moral satisfaction and does not negatively influence their household behaviors toward this purchased food. After my presentation, I received questions that make me realize how to improve my slides to explain this project better. I also received comments helping me think further about this topic.

Second, I developed connections with peers who also work on the topic of food waste. On the first day of the PhD workshop, I was excited to find one presentation about household food waste. Unlike the common methodology I use—experiments, this scholar built a model to investigate the factors influencing household food waste. I approached the presenter, and we ended up scheduling a coffee chat talking about food waste research. From our conversation, I gained a deeper understanding of modeling in the context of food waste research.

In addition, my understanding of agricultural economics is also broadened by listening to the presentations on different topics. Because of my psychological background and current research on consumer behavior, I had a narrow understanding of agricultural economics before this PhD workshop. After listening to presentations on diverse topics, I have now gained broader knowledge about the topics, methodologies, and publications in agricultural economics, which I appreciate much.

Overall, I am grateful for the financial support of AES helping me join in this PhD workshop. It triggers me to think more broadly and deeply about my PhD research.