



**David R. Just** is Professor and Director of the Center for Behavioral Economics in Child Nutrition Programs in the Dyson School of Applied Economics and Management at Cornell University. He received his B.A. from Brigham Young University (1998) and both his M.S. and Ph.D. from the University of California, Berkeley (1999, 2001). His research focuses on applications of behavioral economics to agricultural markets, including food consumption decisions and risk response. He has won several research awards from the AAEA and EAAE including quality of research discovery (EAAE), outstanding journal article (AJAE), and outstanding extension program (group award, AAEA). David has served as chair of both the Applied Risk Analysis and Institutional and Behavioral Economics sections. Previously he has served on the editorial board of the *American Journal of Agricultural Economics*, and as editor of the *Agricultural and Resource Economics Review*. He has also served as director of Dyson's graduate program.

**What is the biggest concern/problem facing AAEA?** I believe the biggest concern facing the AAEA is the growing number of economists working in areas that are squarely within the specialization of the AAEA that do not consider the AAEA to be their intellectual home. This problem is two fold. First, we are beginning to see many researchers or professionals within departments or institutions that traditionally had close ties to AAEA who do not find membership in the AAEA a compelling prospect. Second, there are a growing number of economists in departments and institutions that have not traditionally been involved with the AAEA who are working within our field and as yet are disconnected from the AAEA. While recent efforts, such as the meetings in Washington, D.C., have helped to keep membership numbers up, this trend threatens our continued prominence if not relevance.

**What actions would you initiate to improve the situation described in response to the previous question?** In other fields of study where multiple associations exist, these associations distinguish themselves by providing credentialing and access to publicity and external audiences. The AAEA has made great strides in promoting scholarship through recent agreements with Oxford Press and through innovative use of the *AEPP*. We must make attending the annual meetings an essential element of any successful career in a broader scope of applied economics. This can be done by (1) encouraging the use of annual meetings as a place to present findings that are both newsworthy and of a nature that is relevant to outside audiences and (2) using some resources (and the cooperation of university press offices) to publicize such events. I have witnessed newsworthy research presented every year. Yet, no formal structure has been put in place to help the AAEA or researcher capitalize on their discoveries. I know from successful experience that such efforts make a big impact.

**At the end of your three-year term, what changes/new initiatives would you have helped create?** I would hope to institute a formal process by which presentations that are likely to be of particular interest to external audiences can be identified and organized in such a way as to provide greater publicity for both researchers and the AAEA. Moreover, we must continue to explore how we can cooperate with traditionally affiliated departments to increase the value of membership in the AAEA for both graduate students and young career academics. For example, the AMA allows each affiliated department to nominate 1-2 completing PhD candidates to participate in a special session. Attending the session identifies one as a top candidate from their school and is often listed prominently on the CV of job market candidates. Finding such ways to provide value to both schools and individuals can further cement the AAEA's preeminence in applied economics.