

MOON Y. PARKS

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FIELDS OF CONCENTRATION:

PRIMARY

Sustainable Development
Agricultural Economics and policy
Public Health

SECONDARY

Environmental Economics and Policy
Economics of Technology Innovation and Adoption
Marketing

DISSERTATION TITLE: "Essays on Technology Adoption and Provision Efficiency in Development Projects"

Expected Date of Completion: May 2016

Dissertation Advisors: David Zilberman, Sofia Berto Villas-Boas, Sangeeta Bansal, and William Dow

PRE-DOCTORAL STUDIES:

University of California, Berkeley
University of California, Berkeley

DEGREE:

M.S.
B.A. (with honors)

DATE:

2012
2011

FIELD:

Agricultural and Resource Economics
Economics, Statistics

WORKING PAPERS:

"Marketing Effort and Provision Efficiency in Development Projects: Evidence from a Field Experiment on Eyeglasses Adoption in Rural Cambodia" (**Job Market Paper**)

"The Role of Bonding and Bridging Social Capital for Farmers' Climate Change Adaptation in Upper Mekong River Basin Area" with Gong, Li and Fraiture, Climatic Change (submitted).

"Fit Risk in Development Projects: Role of Demonstration in Technology Adoption" with Bansal and Zilberman, Environment and Development Economics (revised and resubmitted).

"Public Misconception about Eye Care System among Aging Population in the United States" with Zilberman

WORK IN PROGRESS:

"Efficiency Assessment in Rural Development Projects in South Korea" with Kim and Zilberman

"Marketing Strategy for Development Projects under Heterogeneous Local Environment" with Bansal and Zilberman

"Impact of Economic Recession on Treatment Intensity of Healthcare Providers" with Li

"Professional Looking Matters? Impact of Lab Coat on Health Technology Take-up" with Miwa

PUBLICATION

"Technology Adoption under Fit Risk: What Should Development Donors and Managers Know? " with Bansal and Zilberman, *Procedia Engineering*, 2015, Vol 107, 3-10, Elsevier

TEACHING:

Field Survey Design and Methods, Environmental Leadership Program (ELP), Instructor, UC Berkeley, 2015 Summer
Environmental Economics and Policy (EEP 101/ECON 125), Graduate Student Instructor, UC Berkeley, 2015, 2014 Spring

Introduction to Economics, Head Graduate Student Instructor, UC Berkeley, 2014, 2015 Fall

Technology and Risk, Environmental Leadership Program (ELP), Instructor, UC Berkeley, 2014 Summer

Introduction to Economics (ECON 1), Graduate Student Instructor, UC Berkeley, 2013 Fall

OTHER RESEARCH/ PROFESSIONAL SERVICE EXPERIENCE:

Project consultancy, Advisory Board Member, Good Neighbors International, 2013~ Present.

Administration Assistant, International and Executive Program, College of Natural Resource (CNR), UC Berkeley, 2014.

FELLOWSHIPS AND AWARDS

Big Ideas@ Berkeley Competition Grant, Blum Center for Developing Economies, 2013, 2014

Graduate Student Summer Research Grant, UC Berkeley, 2013

Institute of Business and Economic Research Dissertation Mini Grant, Haas Business School, UC Berkeley, 2013

Ruth Lee Scholarship, UC Berkeley, 2011

Estha M. Rodkey Scholarship, UC Berkeley, 2010

UC Berkeley Undergraduate Scholarship, UC Berkeley, 2008-2011

OTHER INFORMATION

Citizenship: USA

Languages: English, Korean, and Chinese.