

Viviana Garcia Gomez

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🎓 Education

Dr.Sc. Agricultural Economics *ETH Zurich, Switzerland* (Jan 2021-Dec 2024)

Thesis: *Risks, Uncertainties and Farmers' Preferences: The Transition to Sustainable Agriculture*

- Thesis nominated for the ETH medal

M.Sc. Economics *University of Mannheim, Germany* (Sept 2015-Aug 2018)

M.Sc. Economics(2015) and **B.Sc. Economics** (2013) (Aug 2008-Jul 2015)

Universidad del Rosario, Colombia.

- Awarded Outstanding Master's thesis:
Environmental Injustice in Colombia: Mining and health at Birth

🏢 Professional Experience

Postdoctoral Researcher. Dept Law, Business and Economics (Dec 2024-)

University of Bayreuth, Germany

Researcher. Agricultural Economics and Policy group (Jan 2021- Nov 2024)

ETH Zurich. Zurich, Switzerland

Research manager (2020) and Junior research manager (2018) (Mar 2018-Dec 2020)

Center for Evaluation and Development (C4ED). Mannheim, Germany

Pre-doctoral researcher (2020) and research assistant (2018). (Oct 2016-Nov 2020)

Dept. of Economics

University of Mannheim. Mannheim, Germany

Junior research Assistant (Oct 2013-Jan 2015)

Universidad del Rosario. Bogotá, Colombia

📖 Teaching experience

Teaching assistant Microeconomics (*University of Mannheim*) • Macroeconomics, Microeconomic analysis and Microeconomic principles (*Universidad del Rosario*).

Lecturer Risk Analysis and Risk Management in Agriculture (*ETH Zurich*) • Family Economics, Survey Design and Analysis (*University of Bayreuth*)

🔍 Journal articles (Refereed)

- Garcia, V., Mohring, N., Wang, Y. & Finger, R. (2026). Farmer behavior towards herbicide-free agriculture and conservation tillage. *American Journal of Agricultural*

Economics 108(1), 28-53.

Balancing conflicting policy goals is a key challenge in the transition to sustainable agricultural systems. An important example is herbicide use reduction potentially conflicting with conservation tillage - which often strongly relies on herbicide use. We investigate the joint uptake of two agri-environmental schemes, conservation tillage and herbicide-free agriculture systems. To this end, we use a combination of detailed survey data on farmer behavior, environmental and agronomic data, and census data on the complete population of all farmers from Switzerland.

- Garcia, V., McCallum, C., & Finger, R. (2024). Heterogeneity of European farmers' risk preferences: an Individual Participant Data Meta-analysis. *European Review of Agriculture Economics*. (51)3, p.725- 778

We rely on an Individual Participant Data Meta-analysis whereby we identify studies eliciting risk preferences through self-assessments and Holt and Laury lotteries, and construct and analyse a unique dataset of 5,157 farmers from 19 studies in 13 European countries.

- Garcia, V., Mohring, N., Wang, Y. & Finger, R. (2024). Risk Perceptions, Preferences, and the Adoption Dynamics of Pesticide-Free Production. *Journal of Agricultural and Resource Economics*, 49 (1), p.102-123

We study the adoption of a new pesticide-free wheat production system in Switzerland. Using survey data from 1,073 Swiss wheat producers, we empirically test whether risk preferences and risk perceptions in four domains relate to farmers' decisions whether and when to adopt pesticide-free production. We find that farmers' risk preferences—as well as their perceptions of production and institutional risk—are related to adoption behavior rather than to perceived market and investment risks.

- Finger, R., Garcia, V., McCallum, C., & Rommel, J. (2024). A note on European farmers' preferences under cumulative prospect theory. *Journal of Agricultural Economics*, 75(1), p. 465-472

We present a systematic review on European farmers' preferences under the cumulative prospect theory framework. We identified 17 studies covering 2324 farmers from 12 European countries.

- Vargas, J; Gamboa, L & Garcia, V (2014). El lado oscuro de la equidad: Violencia y equidad en el desempeño escolar. *Revista Desarrollo y Sociedad* No. 74

We use the empirical implementation by Ferreira and Gignoux (2011) of Roemer's (1998) conceptual framework of equality of opportunity, to estimate the effect of the intensity of armed conflict on educational equity in Colombia for the period 1997-2010. To address potential biases due to simultaneity or omitted variables, we use the captures for homicides by the public force as a source of exogenous variation of violence in an instrumental variables estimation.

Working papers

- Garcia, V., Swinton, S., Finger, R.(2026) Policy uncertainty shocks deter farm investments in Europe: Evidence from a newspaper-based index. *Under review* (Job Market Paper)

We quantify the uncertainty in agricultural policy and assess its impact on European farmers' investment behavior. We construct a newspaper-based monthly index of European agricultural policy uncertainty from 2013 to 2023. We use 327,224 newspaper articles to assess and compare the trends in policy uncertainty across five top agricultural producers in Europe, i.e., Germany, the United Kingdom, France, Spain and Italy. We connect this index of policy uncertainty to bookkeeping data from 13,706 farms in these five countries over five years (N=68,530) to estimate

the relationship between policy uncertainty and investment decisions.

- **Garcia, V., Meier, L., McCallum, C., Slijper, T., Finger, R.(2026). European farmers' risk perceptions and socioeconomic attributes** *Under review*

We use a rich survey data of 1,719 farmers in eleven European countries and examine the prioritization of risks in different domains and the mechanisms of the prioritization looking at socioeconomic attributes and farm characteristics. We find that farmers prioritize institutional risks, followed by market and production risks. In addition, risk perceptions are significantly correlated with a broad set of socioeconomic attributes and farm characteristics.

Research presentations

- 8th Symposium on Agri-Tech Economics for Sustainable Futures (2026)
- European Association of Agricultural Economists-EAAE. XVIII Congress. Bonn, Germany. (2025)
- Agricultural and Applied Economics Association-AAEA. New Orleans, United States. (2024)
- European Association of Agricultural Economists-EAAE. XVII Congress. Rennes, France (2023)
- Agricultural Economics Society-AES. Annual Conference. Leuven, Belgium. (2022)
- Swiss Society for Agricultural Economics and Agricultural Sociology- SGA. Annual Conference. Frick, Switzerland. (2022)

Grants and Awards

- Travel grants for AAEA meeting(2024), EAAE congress (2023), AES conference (2022). Awarded by *The Swiss Society for Agricultural Economics and Rural Sociology- SGA* and *Swiss Academy of Social Sciences and Humanities- SASH*.
- STIBET- Graduation Scholarship (2017). *Deutscher Akademischer Austauschdienst (DAAD)/ Federal Foreign Office*
- Merit scholarship for master studies. (2015). *Colfuturo- Deutscher Akademischer Austauschdienst (DAAD)*.

Editorial activity

- Referee for *Journal of Agricultural Economics*, *European Review of Agricultural Economics*, *Q-open*, *Agricultural Systems*, *Journal of Behavioral and Experimental Economics*, and *Nature Climate Change*.

Additional information

- Languages** Spanish (Mother tongue), English(Fluent-C1), German (Basic-B1)
- Software** Microsoft Office (Advanced), Stata (Advanced), R (Advanced), Python (Basic), L^AT_EX(Advanced), Survey Solutions (Basic), ArcGIS(Basic)
- Fieldwork**
- Pakistan (2018-2020): Karachi, Lahore, Islamabad, Peshawar, Gilgit and Quetta
 - Ethiopia (2019): Addis Abeba.