



**Miguel Gomez, Assistant Professor, Applied Economics & Management**

I am Assistant Professor in the Dyson School of Applied Economics and Management. I am affiliated with the Latin American Studies Program and with the Food Industry Management Program. I am also a fellow of the Atkinson Center for a Sustainable Future. I belong to the graduate fields of Agricultural Economics, Systems Engineering, International Development, and Latin American Studies. I concentrate my research program on three interrelated areas under the umbrella of food marketing and distribution. The first is Supply Chains Competitiveness & Sustainability. My work in this area involves multi-disciplinary collaborations and my primary contribution is the development of normative optimization models to assess supply chain performance in multiple dimensions - economic, social and environmental. The second is Retailing & Channel Relationships. Here, I combine microeconomic theory with quantitative marketing research, emphasizing key concepts such as customer satisfaction, demand response, and retail performance. The third is Price Analysis. My research here sheds light on the impact of pricing tactics in food retailing; on price transmission in the supply chain; and on models to forecast prices. An important component of my research and outreach program on these three areas focuses on specialty crops, including fruits, vegetables and ornamentals products. The scope of my research and outreach program is domestic and international, the latter emphasizing food value chains in Latin America and the Caribbean. In addition, my applied research/extension efforts in these three areas aim at enhance market opportunities for horticultural products, benefiting producers, food processors/distributors and consumers in New York State.

**Statement:**

As an assistant professor in the Dyson School and in CALS, I would like to serve on the Faculty Senate for several reasons. First, I would like to contribute to (and understand how to) influence university-level decisions that affect academic, research and outreach goals and standards among the various colleges, to ensure University-wide excellence. Second, given my extension responsibilities, I would like to make sure that Faculty Senate recommendations take into consideration Cornell's responsibilities with stakeholders, particularly in New York State. Third, I would like to facilitate communication between the Administration and Cornell Faculty because I believe that the alignment of objectives between these two areas is critical to the success of our institution. Finally, I would like to contribute to improved dialog between the Faculty and the Administration on issues related to the NYC Tech Campus.