

# BRIAN A. TONEY

## *Curriculum Vitae*

East Texas A&M University  
College of Agricultural Sciences & Natural Resources  
Commerce, TX 75428

 [brian.toney@etamu.edu](mailto:brian.toney@etamu.edu)  
 [@ Personal Website](#)  
 (214) 856-9673

### RESEARCH INTERESTS

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Behavioral Economics, Artificial Intelligence, Neuroeconomics, Food Economics

### EDUCATION

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<b>Texas A&amp;M University</b> Ph.D., Agricultural Economics	<i>August 2024</i>
<b>Texas A&amp;M University</b> B.Sc., Economics	<i>May 2017</i>

### PUBLISHED PAPERS

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- **Toney, B.A.**, Palma, M.A., Segovia, M.S., & Melo, G. “Why does calorie information produce mixed evidence for its effect on food choices?” *Scientific Reports*, **15**, 42413 (2025).  
<https://doi.org/10.1038/s41598-025-26687-6>

### WORKING PAPERS

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- **Toney, B.A.** & Lubiani, G.G. “Revealing Preferences through AI Adoption: The Effect of Risk Attitudes on Prompting Effort”. 2025.
- **Toney, B.A.** & Lubiani, G.G. “When to Delegate to Artificial Intelligence: A Constrained Resource Optimization Framework”. 2025.
- Vitaku, V., Palma, M.A., & **Toney, B.A.**, “Mobility and Dynamics of Competition”. 2024.

### CONFERENCE PRESENTATIONS

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- [1] Toney, B.A., Palma, M.A., Segovia, M.S., Melo, G. “The Instrumental Value of Calorie Information and its Effect on Food Choices.” The Track Session ‘*Exploring the link between consumer perceptions and preferences, and the role of experimental economics in correcting misperceptions*’ at AAEA annual meeting, New Orleans, LA, 28-30 July, 2024.
- [2] Toney, B.A., Palma, M.A., Segovia, M.S., Melo, G. “The Instrumental Value of Calorie Information and its Effect on Food Choices.” Session Chair Decision Theory Session at ESA annual meeting, Charlotte, NC, 19-22 October 2023.

### TEACHING EXPERIENCE

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<b>Instructor</b> <i>College of Agricultural Sciences &amp; Natural Resources</i>	<i>January 2026-Present</i> <i>East Texas A&amp;M University</i>
<ul style="list-style-type: none"><li>• Teach courses at different times, locations, and modalities.</li><li>• Advise and mentor undergraduate students.</li></ul>	

- Ensure and stimulate student learning and engagement in and outside the classroom.
- Assist students with networking and building relationships with industry professionals.
- Work collaboratively with faculty, staff, and students to implement departmental programs.
- Provide service to the department, college, university, public schools, and community.

**Instructor of Economics**

*Department of Accounting, Finance, Economics, and Business Law*

August 2024-December 2025

*East Texas A&M University*

- Teach courses at different times, locations, and modalities.
- Advise and mentor undergraduate students.
- Ensure and stimulate student learning and engagement in and outside the classroom.
- Assist students with networking and building relationships with industry professionals.
- Work collaboratively with faculty, staff, and students to implement departmental programs.
- Provide service to the department, college, university, public schools, and community.

**Graduate Instructor**

*Department of Agricultural Economics*

September 2020-December 2021

*Texas A&M University*

- Instructed 502 undergraduate students in two 300-level courses over four academic semesters.
- Developed syllabi, coursework, assignments, examinations, and case studies to fulfill core course requirements.
- Oversaw the grading of assignments, coursework, and examination by a Graduate Teaching Assistant assigned by the department.
  - AGEC 340: Agribusiness Management (Summer 2021 & Fall 2021)
    - \* Taught the principle of management using case studies to evaluate management issues in agribusiness firms to 357 undergraduate students over two academic semesters.
    - \* Instructor Effectiveness Evaluation: 3.92/5 ( $N=86$ )
  - AGEC 317: Economic Analysis for Agribusiness Management (Fall 2020 & Spring 2021)
    - \* Introduced applied econometrics, utility maximization, production theory, and linear programming to 145 undergraduate students over two academic semesters.
    - \* Instructor Effectiveness Evaluation: 4.32/5 ( $N=31$ )

**Graduate Teaching Assistant**

*Department of Agricultural Economics*

September 2017-August 2020

*Texas A&M University*

- Assisted professors in the department with teaching core curriculum classes
  - AGEC 105: Introduction to Agricultural Economics
  - AGEC 429: Agricultural and Food Policy
- Recorded attendance, held office hours, proctored exams, and graded assignments.
- Hosted review sessions for upcoming exams.

## RESEARCH EXPERIENCE

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**Equipment Manager** January 2023-August 2023  
*Human Behavior Lab (HBL)* *Texas A&M University*

- Manage and maintain the neurophysiological equipment and software of one of the largest neuroeconomic lab in the world.
  - Neurophysiological Technology at HBL: Tobii Eye-Trackers, Tobii Wearable Glasses, Shimmer Galvanic Skin Response devices, iMotions Eye Tracking, and Facial Expression to Access Emotions.
- Ensure that all of the neurophysiological equipment at the HBL remains operational during experimental sessions.
- Troubleshoot hardware and software issues, providing prompt resolutions to maintain the integrity of experimental sessions.

**Graduate Research Assistant** January 2022-August 2023  
*Human Behavior Lab (HBL)* *Texas A&M University*

- Reveal the drivers of human decision-making using eye-tracking, facial expression analysis, galvanic skin response, and neural signals.
- Collaborate with economists, psychologists, and public health experts to better understand the factors driving individuals' decisions in multiple domains.
- Conceptualize, develop, carry out, and evaluate the results of experiments pertaining to academic research.
- Design, implement, and analyze data of economic experiments.

## ACADEMIC SERVICE

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**President** Term: 2020-2021  
*Graduate Student Association (GSA), Dept. of Agricultural Economics* *Texas A&M University*

- Elected as GSA president in the midst of the COVID-19 pandemic, leading a departmental governmental body with around 160 students.
- Enhanced democratic engagement and accessibility for all GSA members by successfully revising and ratifying the constitution to institutionalize online elections. Before this change to the organization's constitution, only students who attended the first meeting of the academic school year were able to vote for their GSA Officers.

## TECHNICAL STRENGTHS

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**Programming Languages** R, STATA, Python, MATLAB, GAMS  
**Computer Software** Microsoft Office, Latex, Jupyter Notebooks, Qualtrics

## AWARDS

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**Junior Faculty College of Business Teaching Excellence Award** December 2024  
*East Texas A&M University*

**Robert G. Cherry Graduate Fellowship** August 2018-May 2021  
*Texas A&M University*