

Toju Begho
Sustainable Ecosystems
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Research Interests

Toritseju Begho is a researcher at Scotland's Rural College (SRUC). His research span agricultural, experimental and behavioural economics with a focus on understanding farmers judgment and decision making.

Recent research is centred around:

Decisions under conditions of risk, uncertainty and ambiguity

Intertemporal choice

Investigations of decision making via laboratory, online or field experiments and surveys

Farmer's adoption of technologies and sustainable practices

Qualifications

PhD, University of Reading

Oct 2014 → Feb 2019

Award Date: 28 Feb 2019

Projects

South Asian Nitrogen Hub

Rees, B., Eory, V., Glenk, K. & Begho, T.

13/02/19 → 31/05/24

Activities

Journal of Agriculture and Food Research (Journal)

Toju Begho (Reviewer)

2021 → ...

Applied Sciences (Switzerland) (Journal)

Toju Begho (Reviewer)

2020 → ...

ATMOSPHERE (Journal)

Toju Begho (Reviewer)

2020 → ...

Australian Journal of Agricultural and Resource Economics (Journal)

Toju Begho (Reviewer)

2020 → ...

Horticulturae (Journal)

Toju Begho (Reviewer)

2020 → ...

Journal of Poverty (Journal)

Toju Begho (Reviewer)

2020 → ...

Supervision

PhD student: Knowledge and information in sustainable food production: farmers' mental representation of soil health and the environment (2022-2025)

Research outputs

Fish Feed formulation: Does Nigerian farmers' risk and time preference play a part in choosing feed protein sources for intensively farmed fish?

Begho, T. & Irabor, A. E., 15 May 2024, In: Aquaculture. 585, 34 p., 740723.

In the pursuit of a healthier diet among young Chinese adults: identifying important food quality attributes and factors that influence food choices

Liu, S. & Begho, T., 11 Apr 2024, (First published) In: International Journal of Food Science and Technology. p. 1-17 17 p.

Does social proof and herd behaviour drive food choices of consumers?

Begho, T. & Liu, S., 14 Feb 2024, In: British Food Journal. 126, 3, p. 1050-1064 15 p.

Indonesian farmers' subjective well-being: Determinants and effect on discounting behaviour

Begho, T. & Odeniyi, K., 18 Jan 2024, (First published) In: Millennial Asia. p. 1-28 28 p.

Investigating cognitive biases: Does halo effect from nutrition or health claims drive negative calorie illusion in food combinations?

Wang, Z. & Begho, T., Jan 2024, In: International Journal of Food Science and Technology. 59, 1, p. 208-218 11 p.

Does household food waste prevention and reduction depend on bundled motivation and food management practices?

Begho, T. & Fadare, O., Dec 2023, In: Cleaner and Responsible Consumption. 11, p. 1-38 38 p., 100142.

Nepalese farmers' perceptions of nitrogen inputs and attitudes to soil management: Implications for soil health and environmentally sustainable farming

Joshi, R., Nepal, B., Sharma, S. & Begho, T., Sept 2023, In: Soil Security. 12, p. 1-21 21 p., 100102.

The occupation of last resort? Determinants of farming choices of small farmers in Nigeria

Begho, T. & Begho, M., Aug 2023, In: International Journal of Rural Management. 19, 2, p. 298-318 21 p.

Attitudes to risk and uncertainty: new insights from an experiment using interval prospects

Begho, T. & Balcombe, K., 3 Jul 2023, (First published) In: SAGE Open. 13, 3, p. 1-18 18 p.

Is the Willingness to Take Risks a Credential for Being a Model Farmer?

Begho, T., 8 Jun 2023, (First published) In: Margin. 16, 3-4, p. 433-452 20 p.

Toward acceptance of future foods: the role of trust and perception in consumption intentions of plant-based meat alternatives

Begho, T., Odeniyi, K. & Fadare, O., 30 May 2023, In: British Food Journal. 125, 7, p. 2392-2406 15 p.

Determinants of consumer acceptance of meat analogues: Exploring measures of risk preferences in predicting consumption

Begho, T. & Zhu, Y., Mar 2023, In: Journal of Agriculture and Food Research. 11, 22 p., 100509.

Determinants of nitrogen use efficiency and gaseous emissions assessed from farm survey: A case of wheat in Bangladesh

Anik, A. R., Eory, V., Begho, T. & Rahman, M. M., Mar 2023, In: Agricultural Systems. 206, 11 p., 103617.

Motivating household food waste reduction: harnessing the power of message context and framing

Begho, T. & Zhao, N., Mar 2023, In: Food Frontiers. 4, 1, p. 432-446 15 p.

Paying for Sustainable Food Choices: The Role of Environmental Considerations in Consumer Valuation of Insect-Based Foods

Michel, P. & Begho, T., Feb 2023, In: Food Quality and Preference. 106, 104816.

Examining the effect of climate vulnerabilities on the discounting behaviour of farmers

Begho, T. & Anik, A. R., Nov 2022, In: Climate Resilience and Sustainability. 1, 4, 14 p., e46.

Towards improving nitrogen use efficiency in rice production: The socioeconomic, climatic and technological determinants of briquette urea adoption

Anik, A. R., Begho, T., Sharna, S. C., Eory, V. & Rahman, M. M., 8 Oct 2022, In: Renewable Agriculture and Food Systems. 37, 5, p. 417-428 12 p.

My neighbour as myself? An experimental investigation of spatial patterns of risk preferences among smallholder farmers

Ambali, O. I. & Begho, T., Jul 2022, In: Scientific African. 16, p. 1-35 35 p., e01261.

Adoption intentions towards improved vegetable varieties among commercial and subsistence farmers in Nepal

Begho, T., 21 Feb 2022, In: International Journal of Social Economics. 49, 3, p. 411-429 19 p.

Rethinking elicitation methods in examining the effects of domain and context on individual preferences under risk and ambiguity

Begho, T., 15 Feb 2022, (First published) In: International Social Science Journal. p. 1-17 17 p.

Examining the relationship between farmers' perceived trust and investment preferences

Ambali, O. & Begho, T., Nov 2021, In: Journal of International Development. 33, 8, p. 1290-1303 14 p.

Examining the Effect of Short-Term Affect on Farmers' Risk and Time Preferences in Financial Decision-Making

Begho, T. & Ambali, O., 29 Oct 2021, (First published) In: Studies in Microeconomics. p. 1-19 19 p.

Rice varietal selection in Bangladesh: Does it matter who in the farm household makes the decisions?

Begho, T., 19 Oct 2021, (First published) In: Experimental Agriculture. 57, 4, p. 255-269 15 p.

Using Farmers' Risk Tolerance to Explain Variations in Adoption of Improved Rice Varieties in Nepal

Begho, TB., Aug 2021, In: Journal of South Asian Development. 16, 2, p. 171-193 23 p.

COVID-19: Ramifications for progress towards the sustainable development goals (SDGs) in Nigeria

Ogisi, OR. D. & Begho, TB., 5 Jan 2021, (First published) In: International Review of Applied Economics. 35, 2, p. 256-268 13 p.

Determinants of farmers' off-farm work decisions: How important are domain specific risk and uncertainty attitudes?

Begho, TB., May 2020, p. 1-26. 26 p.