

AARON J. STAPLES

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446 West Circle Drive
East Lansing, MI 47906

EDUCATION

- PhD** Agricultural, Food, and Resource Economics, Michigan State University exp. 2023
Major Field: Food and Agricultural Economics
Minor Field: Environmental and Resource Economics
Advisor: Dr. Trey Malone
- MS** Agricultural Economics, Purdue University Aug. 2019
Thesis title: "Eliciting Consumer Willingness to Pay for Sustainability Attributes in Beer: A Choice Experiment Using Eco-Labels"
Advisor: Dr. Carson Reeling
- BA** Westfield State University, Economics May 2018
Graduated Summa Cum Laude
Minored in Mathematics and Criminal Justice

RESEARCH EXPERIENCE

- Research Assistant**, Michigan State University, East Lansing, MI 2019-present
Advisor: Dr. Trey Malone
- Research Assistant**, Purdue University, West Lafayette, IN 2018-2019
Advisor: Dr. Carson Reeling
- Research Assistant**, Westfield State University, Westfield, MA 2017-2018
Advisor: Dr. Hillary Sackett
- Research Assistant**, Westfield State University, Westfield, MA 2016-2018
Advisor: Dr. Supriya Sarnikar

HONORS AND AWARDS

- BEER Graduate Student Travel Award** 2020
Agricultural and Applied Economics Association
- Academic Excellence Award** 2018
Westfield State University, Economics
- Phi Kappa Phi Honor Society, Membership** 2017

PEER-REVIEWED PUBLICATIONS

Papers in Review

Sarnikar, S.*, Sackett-Taylor, H., Staples, A.J., Forgue, J. (2020). "A Mixed Methods Approach to Uncover Common Error Patterns in Student Reasoning," *Journal of Economic Education*. Conditional Acceptance.

Staples, A.J.*, Reeling, C.J., Olynk Widmar, N.J., Lusk, J.L. (2020). "Eliciting Consumer Willingness to Pay for Sustainability Attributes in Beer: A Choice Experiment Using Eco-Labels," *Agribusiness*. Revise & Resubmit.

Staples, A.J.*, Malone, T., Serrine, J.R. (2020). "Hopping on the Localness Craze: What Michigan Brewers Want from State Grown Hops," *under review*.

Papers in Preparation

Chambers, D.*, Malone, T., Staples, A.J. (2020). "How many regulations does it take to get a beer?"

Loduca, N.*, Sesmero, J., Staples, A.J. (2020). "Impact of Centralization v. Decentralization on Market Performance: A Theoretical Model Accounting for Externalities and Imperfect Information."

Staples, A.J.*, Malone, T. (2020). "Hedonic Analysis on Secondhand Hop Market Exchange."

Serrine, J.R., Malone, T., Staples, A.J. (2020). "Tapping Terroir: A Sensory Analysis of Beers Using Different Region's Hops."

Note: * indicates corresponding author

RESEARCH GRANTS (\$5,400 RECEIVED)

Staples, A.J. (PI). "Hopping on the Localness Craze: What Michigan Brewers Want from State Hops," \$400, BEER graduate student travel award (2020).

Staples, A.J. (PI). "Consumer Willingness to Pay for Sustainability Attributes in Beer: A Choice Experiment Using Eco-labels," \$5,000, Jim & Neta Hicks Graduate Student Small Grant Program (2019).

PROFESSIONAL PRESENTATIONS (SELECTED)

Staples, A.J.*, Malone, T., Serrine, R.J. (2020). "Hopping on the Localness Craze: What Michigan Brewers Want from State Grown Hops." Paper presentation at the 2020 AAEA Annual Conference in Kansas City, MO, July 26.

Staples, A.J.*, Malone, T., Serrine, R.J. (2020). "Hopping on the Localness Craze: What Michigan Brewers Want from State Grown Hops." Paper presentation at the 2020 Future of Food and Nutrition Graduate Student Conference in Boston, MA, April 4.

Staples, A.J.* (2020). "Craft Beer Trends & Marketing Strategies: Past, Present, & Future." Oral presentation at the 2020 Great Lakes Hop & Barley Conference in Ypsilanti, MI, March 5.

Staples, A.J.*, Reeling, C.J., Olynk Widmar, N.J., Lusk, J.L. (2020). "Consumer Willingness to Pay for Sustainability Attributes in Beer: A Choice Experiment Using Eco-Labels." Paper presentation at the 12th Annual Graduate Academic Conference in East Lansing, MI, February 22.

Loduca, N.*, Sesmero, J., Staples, A.J. “Impact of Centralization v. Decentralization on Market Performance: A Theoretical Model Accounting for Externalities and Imperfect Information,” Poster presented at the Graduate Student Welcoming and Networking Event in West Lafayette, IN, September 6.

Loduca, N.*, Sesmero, J., Staples, A.J.* “Impact of Centralization v. Decentralization on Market Performance: A Theoretical Model Accounting for Externalities and Imperfect Information,” Poster presented at the 2019 AAEA Annual Conference in Atlanta, GA, July 21-23.

Staples, A.J.*, Sackett-Taylor, H. (2018). “Comparative Cost Benefit Analysis: Hydraulic Fracturing Wastewater Treatment Options,” Poster presented at Westfield State University Pathways to Excellence Gala, May 11.

Staples, A.J.*, Sackett-Taylor, H. (2018). “Comparative Cost Benefit Analysis: Hydraulic Fracturing Wastewater Treatment Options,” Poster presented at Westfield State University Celebration of Undergraduate Research and Creative Activity, May 4.

Staples, A.J.*, Sackett-Taylor, H. (2018). “Comparative Cost Benefit Analysis: Hydraulic Fracturing Wastewater Treatment Options,” Poster presented at University of Massachusetts at Amherst Statewide Undergraduate Research Conference, April 27.

Staples, A.J.*, Sarnikar, S. (2017). “Students’ Misconceptions in Economic Thought,” Poster presented at Westfield State University Celebration of Undergraduate Research and Creative Activity, December 1.

Staples, A.J.*, Sackett-Taylor, H. (2017). “Unconventional Methods of Hydraulic Fracturing and its Impact on Water Contamination Complaints,” Poster presented at Westfield State University Celebration of Undergraduate Research and Creative Activity, May 3.

Note: * indicates presenter

NEW MEDIA

“Sustainable Beer and the Localness Craze.” *Sci-Files Podcast*, with C. Boodoo & D. Puentes. March 16, 2020.

“Local Inputs for Local Products.” *Marketing Munchies Podcast*, with B.K. Behe & T. Malone. March 10, 2020.

“Beer, Water, Organic Farming, and a Super Bowl Commercial.” *Marketing Munchies Podcast*, with B.K. Behe & T. Malone. March 3, 2020.

SERVICE

Banacos Center Note Taker, Westfield State University 2018

Banacos Center Tutor, Westfield State University 2016–2018

REFERENCES

Dr. Carson Reeling
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