

AARON J. STAPLES

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446 West Circle Drive
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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**, Michigan State University, East Lansing, MI 2020
Advisor: Dr. Bridget Behe
- Research Assistant**, Purdue University, West Lafayette, IN 2018–2019
Advisor: Dr. Carson Reeling
- Research Assistant**, Westfield State University, Westfield, MA 2016–2018
Advisors: Dr. Supriya Sarnikar and Dr. Hillary Sackett-Taylor

HONORS AND AWARDS

- Don Lavoie Fellow** 2020
Mercatus Center at George Mason University
- Richardson-Applebaum Outstanding MS Thesis on Food Distribution and Marketing** 2020
Food Distribution Research Society
- BEER Graduate Student Travel Award** 2020
Agricultural and Applied Economics Association
- Academic Excellence Award** 2018
Westfield State University, Economics

PEER-REVIEWED PUBLICATIONS

Peer-Reviewed Publications

2. 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*, 1-22. [link](#).
1. Staples, A.J., Sackett-Taylor, H.M., Forgue, J., Brewer, S.B., Sarnikar, S.* (2020). A Mixed Methods Approach to Uncover Common Error Patterns in Student Reasoning. *Journal of Economic Education*, 1-16. [link](#).

Papers in Review

Staples, A.J.*, Malone, T., Serrine, J.R. “Hopping on the Localness Craze: What Michigan Brewers Want from State Grown Hops,” *Managerial and Decision Economics*. Revise & Resubmit.

Staples, A.J., Chambers, D., Malone, T.* “How Many Regulations Does It Take to Get a Beer? The Economic Geography of Beer Regulations.”

Staples, A.J., Behe, B.K.*, Huddleston, P., Malone, T. “Cognitive load and consumer decision-making: Evidence from eye tracking retail experiments.”

Papers in Preparation

Staples, A.J., Serrine, J.R., Mull, A., Stuhr, S., Adams, A., Caputo, V., Malone, T.* “Untapping Terroir: Experimental Evidence of Regional Variation in Hop Flavor Profiles.”

Note: * indicates corresponding author

RESEARCH GRANTS (\$5,000 RECEIVED)

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.” Virtual paper presentation at the 2020 AAEE Annual Conference, August 5.

Staples, A.J.* (2020). “Sustainability in Beer and Brewer Preference for Local Hops.” Virtual guest presentation at Artisan Grain Collaborative Brewing and Distilling Working Group, June 17.

Staples, A.J.* (2020). “Sustainability in Beer.” Virtual guest presentation at Westfield State University, April 29.

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. [Cancelled due to COVID-19.]

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.

Note: * indicates presenter

SERVICE

Chair Elect, Graduate Student Section 2020 – exp. 2022
Agricultural and Applied Economics Association

Webmaster, Graduate Student Organization 2020 – exp. 2021
Michigan State University Department of Agricultural, Food, and Resource Economics

OTHER MEDIA APPEARANCES

“How climate change and COVID-19 are threatening your beloved IPA.” *Greater Greater Washington*, written by Will Schick. June 9, 2020. [link](#).

“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.

REFERENCES

Dr. Carson Reeling
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