

Aaron Pagel

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Lundquist College of Business
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EDUCATION

In Progress	University of Oregon PhD in Management and Organizational Science Chair: Anne Parmigiani; Committee: Andrew Nelson, Alex Murray, Jill Anne Harrison All But Dissertation
2018	DePaul University Master of Business Administration, <i>With Distinction</i> Concentrations in Applied Economics, Marketing, and Strategy & Decision-Making Advisor: Rafael Tenorio
2006	Florida State University Bachelor of Arts in Theatre, <i>Cum Laude</i>

RESEARCH

Pagel, A. 2025. *The 300 Million Mile View: Asteroid Mining and a Synthesized Theory of Hype*. University of Oregon, Eugene, OR. [Targeting Journal of Management Studies]

Works in Progress:

- Pagel, A., Murray, A., & Nelson, A. 2025. *Hype and Asteroid Mining: The Role of Foil Legacies and Desired Futures in Early-Stage Resource Mobilization*. Working Paper, University of Oregon, Eugene, OR.
- Pagel, A., Grimes, M., Nelson, A., & Murray, A., 2025, March. *What is Hype? Setting Theoretical Expectations Before We Get Ahead of Ourselves*. Working Paper, University of Oregon, Eugene, OR.
- Pagel, A. & Parmigiani, A., 2025. *Attending to the Shadows*. Working Paper, University of Oregon, Eugene, OR.
- Pagel, A. 2023. *Towards a Holistic Theory of Hype*. Working Paper, University of Oregon, Eugene, OR.

TEACHING EXPERIENCE

2026	Business Strategy & Planning University of Oregon, Undergraduate Major Requirement	Eugene, OR
	- Project and case-based to teach, review, and practice strategy frameworks - Required for undergraduates seeking a degree within the business school. - Two in-person sections.	
2023	Management: Value through People University of Oregon, Undergraduate Minor Requirement	Eugene, OR
	- Introduction to management research and concepts. - Required for undergraduates seeking a minor in business administration. - One in-person section.	
2018-2020	Business Strategy - Graduate DePaul University, MBA Concentration Requirement	Chicago, IL

	• Case-based course designed to introduce MBA students to strategy frameworks. • Required course for Business Strategy & Decision-Making concentration. • Two sections. One in-person for Executive MBA section. The other as online synchronous course to part-time MBA students.	
2018-2021	Business Strategy - Undergraduate DePaul University, Undergraduate Elective	Chicago, IL
	• Modified case-based course designed to introduce undergraduates to strategy topics and frameworks. • Modified course materials and syllabus from MBA version with the assistance of tenured economics professor. • Three sections. Two in-person, one online hybrid.	
2019-2021	Managerial Decision-Making DePaul University, Undergraduate Elective	Chicago, IL
	• Introduction to behavioral economic concepts. • Developed course outline and syllabus with the assistance of tenured economics professor. • Two online hybrid sections.	
2018-2020	Principles of Microeconomics DePaul University, Undergraduate Requirement	Chicago, IL
	• Introduction to microeconomics required to major in economics. • Four in-person sections.	
2018-2019	Introduction to Strategy NewSpace Business Plan Competition	Various
	• Presented introductory strategy frameworks and considerations to entrepreneurs of space start-ups as a part of a business plan competition.	

SERVICE EXPERIENCE

2026	Paper Development Workshop Co-organizer Academy of Management • <i>Hyped! Advancing Research on Hype about Organizations, Markets, and Technologies</i>
2023-2026	Ad-Hoc Reviewer • Organization Science • Innovation: Organization & Management • Western Academy of Management • Academy of Management
2024	Panel Symposium Organizer Academy of Management • <i>Hype: How We Promise, Expect, and Evaluate a Future</i>
2018-2022	Program Coordinator: Business Strategy & Decision-Making DePaul University • Host & Producer the <i>Economics & Strategy Podcast</i>. • Produced monthly newsletters for alumni and current students.

- Organized virtual and in-person panel discussions and speaker series.

CONFERENCE PRESENTATIONS & INVITED PRESENTATIONS

Dec 2025	Sirius Space Talks – Toulouse, France (Remote) <i>Hype and Asteroid Mining: Structuration, Expanding Possibilities, and Expecting Abundant Marginal Change.</i> (Pagel, Murray, & Nelson, 2025)
Oct 2025	Strategic Management Conference – San Francisco <i>Attending to the Shadows</i> (Pagel & Parmigiani, 2025)
Sep 2025	Hype Studies Conference – Barcelona, Spain (Remote) <i>The 300 Million Mile View: Asteroid Mining and a Synthesized Theory of Hype.</i> (Pagel, 2025)
Jul 2025	Academy of Management - Space Entrepreneurship Presentation Symposium <i>Hype and Asteroid Mining: Structuration, Expanding Possibilities, and Expecting Abundant Marginal Change.</i> (Pagel, Murray, & Nelson, 2025)
Nov 2024	Three Minute Thesis <i>The 300 Million Mile View: Asteroid Mining and a Synthesized Theory of Hype.</i> (Pagel, 2025)
May 2024	Cornell's Emergent Market Institute PhD Conference – Research Proposal
Mar 2024	Western Academy of Management – Traditional Paper <i>Towards a Holistic Theory of Hype.</i> (Pagel & Murray, 2023)
Nov 2023	DePaul University Behavioral Economics Course (Remote)
Mar 2023	Western Academy of Management – Developmental Paper
Feb 2023	DePaul University's <i>Economics and Strategy Podcast</i>

CONSORTIA & WORKSHOP PARTICIPATION

Sept 2025	Doctoral Consortium – West Coast Research Symposium
Jul 2025	Space Economy PDW – Academy of Management
Mar 2025	Creative Spark 7.0 PDW for Academy of Management Discoveries
Aug 2024	TIM Doctoral Research Development Workshop – Academy of Management
Aug 2024	Temporality and Technology PDW – Academy of Management
Aug 2024	Framing Novelty PDW – Academy of Management
Mar 2024	Doctoral Consortium – Western Academy of Management
Mar 2023	Doctoral Consortium – Western Academy of Management

HONORS & AWARDS

2017	Honorable Mention, DePaul Economics Student Conference
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OTHER SELECTED PROFESSIONAL EXPERIENCE

2018-2022	Center for Space Commerce and Finance Executive Director <i>Mission Eve Podcast</i> - Producer	Chicago, IL
2013-2017	Kentalago Productions Executive Producer & Owner	Chicago, IL
2010-2014	Groupon	Chicago, IL

	Experiential Marketing & Event Planner (2013-2014)	
	National Sales Project Manager (2012-2013)	
	Roles in Data Entry, Quality Assurance, & Account Coordination (2010-2012)	
2007-2010	Film and Theatre Performer	Various