

Aaron Pagel

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 Lundquist School 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. [Reviewed and Rejected in October 2025 from Academy of Management Discoveries Special Issue. Targeting Journal of Management Studies in June 2026]

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. & Murray, 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 <ul style="list-style-type: none"> • 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. 	Eugene, OR
2023	Management: Value through People University of Oregon, Undergraduate Minor Requirement <ul style="list-style-type: none"> • Introduction to management research and concepts. • Required for undergraduates seeking a minor in business administration. 	Eugene, OR

2018-2020	<ul style="list-style-type: none"> • One in-person section. <p>Business Strategy - Graduate DePaul University, MBA Concentration Requirement</p> <ul style="list-style-type: none"> • 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. 	Chicago, IL
2018-2021	<p>Business Strategy - Undergraduate DePaul University, Undergraduate Elective</p> <ul style="list-style-type: none"> • 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. 	Chicago, IL
2019-2021	<p>Managerial Decision-Making DePaul University, Undergraduate Elective</p> <ul style="list-style-type: none"> • Introduction to behavioral economic concepts. • Developed course outline and syllabus with the assistance of tenured economics professor. • Two online hybrid sections. 	Chicago, IL
2018-2020	<p>Principles of Microeconomics DePaul University, Undergraduate Requirement</p> <ul style="list-style-type: none"> • Introduction to microeconomics required to major in economics. • Four in-person sections. 	Chicago, IL
2018-2019	<p>Introduction to Strategy NewSpace Business Plan Competition</p> <ul style="list-style-type: none"> • Presented introductory strategy frameworks and considerations to entrepreneurs of space start-ups as a part of a business plan competition. 	Various

SERVICE EXPERIENCE

2026	<p>Paper Development Workshop Co-organizer Academy of Management</p> <ul style="list-style-type: none"> • <i>Hyped! Advancing Research on Hype about Organizations, Markets, and Technologies</i> 	
2023-2026	<p>Ad-Hoc Reviewer</p> <ul style="list-style-type: none"> • Organization Science • Western Academy of Management • Academy of Management 	
2024	<p>Panel Symposium Organizer Academy of Management</p> <ul style="list-style-type: none"> • <i>Hype: How We Promise, Expect, and Evaluate a Future</i> 	
2018-2022	<p>Program Coordinator: Business Strategy & Decision-Making DePaul University</p>	

- Host & Producer the *Economics & Strategy Podcast*.
- 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	Chicago, IL

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