

## CONTACT INFORMATION

Agricultural and Resource Economics  
University of California, Berkeley  
207 Giannini Hall  
Berkeley, CA 94720

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## RESEARCH FIELDS

Primary: Consumer Behavior, Industrial Organization, Applied Econometrics  
Secondary: Agricultural Economics, Environmental Economics, Sports Economics

## EDUCATION

**University of California at Berkeley, 2015-2021 (expected)**

*Ph.D., Agricultural and Resource Economics*

- Dissertation Advisor: David Zilberman
- Other committee members: James Sallee and Sofia Villas-Boas

**University of California at Berkeley, 2015-2017**

*M.S., Agricultural and Resource Economics*

**University of California at Berkeley, 2010-2014**

*B.S., Environmental Science*

*B.S., Environmental Economics and Policy (with honors)*

## REFEREED JOURNAL ARTICLES

Waterfield, Gina, Scott Kaplan, and David Zilberman. 2019. "Willingness to Pay vs. Willingness to Vote: Consumer and Voter Avoidance of Genetically Modified Foods." *Forthcoming in American Journal of Agricultural Economics*.

Elitzur, Moshe, Scott Kaplan, and David Zilberman. 2019. "Hindered Growth." *Journal of Economic Dynamics and Control*. Advanced Access.

Kaplan, Scott, Ben Gordon, Feras El Zarwi, Joan Walker, and David Zilberman. 2019. "What can the Literature on Technology Adoption Teach Us About Autonomous Vehicles?" *Applied Economic Perspectives and Policy* 41, no. 4: 583-97.

Taylor, Rebecca, Scott Kaplan, Sofia B. Villas-Boas, and Kevin Jung. 2019. "Soda Wars: The Effect of a Soda Tax Election on University Beverage Sales." *Economic Inquiry* 57, no. 3: 1480-96.

Zilberman, David, Scott Kaplan, and Ben Gordon. 2018. "The Political Economy of Labeling." *Food Policy* 78, July: 6-13.

Zilberman, David, Scott Kaplan, and Justus Wesseler. 2015. "The Loss from Underutilizing GM Technologies." *AgBioForum* 18, no. 3, 312-19.

Zilberman, David, Gregory Graff, Gal Hochman, and Scott Kaplan. 2015. "The Political Economy of Biotechnology." *German Journal of Agricultural Economics* 64, no. 2: 212-23.

Zilberman, David, Scott Kaplan, Eunice Kim, Steven Sexton, and Geoffrey Barrows. 2014. "Biotechnology and Food Security." *Journal of International Affairs* 67, no. 2: 91-107.

Zilberman, David, Scott Kaplan, Eunice Kim, Gregory Graff, and Gal Hochman. 2013. "Continents Divided: Understanding Differences on GM Acceptance between Europe and North America." *GM Crops and Food: Biotechnology in Agriculture and the Food Chain* 4, no. 3: 1-7.

Zilberman, David, Eunice Kim, Sam Kirschner, and Scott Kaplan. 2013. "Technology and the Future Bioeconomy." *Agricultural Economics* 44, s1: 95-102.

Hochman, Gal, Scott Kaplan, Deepak Rajagopal, and David Zilberman. 2012. "Biofuel and Food-Commodity Prices." *Agriculture* 2, no. 3: 272-81.

## WORKING PAPERS

Kaplan, Scott. "The Economic Impact of NBA Superstars: Evidence from Missed Games using Ticket Microdata from a Secondary Marketplace."

Falbe, Jennifer, Matthew Lee, Scott Kaplan, Nadia Rojas, Alberto Ortega Hinojosa, and Kristine Madsen. 2019. "Higher sugar-sweetened beverage retail prices after taxation in Oakland and San Francisco."

## WORKS IN PROGRESS

Kaplan, Scott. "Evaluating Demand for Outcome Uncertainty: Behavioral Evidence from the National Basketball Association."

de Figueiredo Silva, Felipe, Scott Kaplan, Matthew Potts, and David Zilberman. "The Impact of High-Yield Technologies on the Cocoa Market in West Africa."

de Figueiredo Silva, Felipe, Scott Kaplan, Freddy Magdama, Ramon Leonardo Espinel Martinez, David Zilberman, and Matthew D. Potts. "Estimated losses in the world market of bananas due to *Fusarium oxysporum* f.sp. *cubense* Tropical race 4."

Gordon, Hal and Scott Kaplan. "Recreational Damages from Air Pollution: Evidence from Secondary Marketplace Ticket Microdata for National Football League Games."

Hultgren, Andrew, Scott Kaplan, and Derek Wolfson. "Are Consumers Willing to Pay to Avoid Price Uncertainty? Evidence from the Vehicle Leasing Market."

Berck, Peter, Gabriel Englander, Shelley He, Janet Horsager, Scott Kaplan, and Sofia Villas-Boas. "The Impacts of Recycling Policies on Convenience: Evidence from the CalRecycle Program in California."

## CONFERENCE PRESENTATIONS

"The Impacts of Recycling Policies on Convenience: Evidence from the CalRecycle Program in California." *BERCKonomics Memorial Conference*. Berkeley, CA. August 23-24, 2019.

"Recreational Damages from Air Pollution: Evidence from Secondary Marketplace Ticket Microdata for National Football League Games." *Agricultural and Applied Economics Association Annual Meeting*. Atlanta, GA. July 21-23, 2019.

"The Economic Impact of NBA Superstars: Evidence from Missed Games using Ticket Microdata from a Secondary Marketplace." *13th Annual MIT Sloan Sports Analytics Conference*. Boston, MA. March 1-2, 2019. Winner of Best Poster Award.

"Welfare Effects of Delayed Adoption of GM Crops under Farmer Support Policies." *21st Annual International Consortium on Applied Bioeconomy Research*. Berkeley City Club, University of California at Berkeley. Berkeley, CA. May 31-June 2, 2017.

"The Effect of a Soda Tax Proposition on Soda Sales: A Case Study from Berkeley, California." *Future of Food and Nutrition Conference*. Friedman School of Nutrition Science and Policy, Tufts University. Boston, MA. April 7-8, 2017.

"The Economics of Bt and Virus-Resistant Crops: A Global View." *International Congress of Entomology XXV*. Orlando, FL. September 25-30, 2016.

"Soda Wars: Effect of a Soda Tax Election on University Soda Purchases." *Agricultural and Applied Economics Association Annual Meeting*. Boston, MA. July 31-August 2, 2016.

**BOOK CHAPTERS**

Moraes, Marcia F.D., Luciano Rodrigues, and Scott Kaplan. "The Sugarcane Industry and the Use of Fuel Ethanol in Brazil: History, Challenges, and Opportunities." In *Handbook of Bioenergy Economics and Policy: Volume II*, Eds. Madhu Khanna and David Zilberman. *Natural Resource Management and Policy*, vol 40. Springer, New York, NY, 2017.

Zilberman, David, and Scott Kaplan. "Water, Land Use, and Environmental Aspects of Biofuel Production." In *Handbook of Water Economics*, Eds. Ariel Dinar and Kurt Schwabe. Edward Elgar Publishing, 2015.

Kaplan, Scott, Charles Seguin, Karl W. Steininger, and David Zilberman. "Dynamic Management of Fossil Fuel, Biofuel, and Solar Energy." In *Modeling, Dynamics, Optimization and Bioeconomics I*, pp. 1-16. Springer International Publishing, 2014.

Zilberman, David, Gal Hochman, Scott Kaplan, and Deepak Rajagopal. "Political Economy of Biofuels." Chapter 11 in *The Impacts of Biofuels on the Economy, Environment, and Poverty: A Global Perspective*, pp. 131-144. Eds David Zilberman and Govinda Timilsina. Springer Publishing. 2014.

Khanna, Madhu, David Zilberman, Scott Kaplan, and Eunice Kim. 2014. "Land Use and Adoption of Technology." Chapter 2 in *Oxford Handbook of Land Economics*. Eds. Junjie Wu and Joshua Duke.

Zilberman, David, Marcia F.D. Moraes, and Scott Kaplan. "The Future of Biofuel in Brazil." Chapter 15 in *Production of Ethanol from Sugarcane in Brazil: from State Intervention to a Free Market*. Eds. David Zilberman and Marcia F.D. Moraes. Springer Publishing. 2014.

Zilberman, David, Scott Kaplan, Eunice Kim, and Gina Waterfield. 2013. "Lessons from the California Labeling Proposition on the State of Crop Biotechnology." *Handbook on Agriculture, Biotechnology, and the Environment*. Eds. Stuart Smyth, Peter Phillips, and David Castle.

**OUTREACH AND  
MEDIA  
PUBLICATIONS**

Kaplan, Scott, Gina Waterfield, and David Zilberman. 2019. "Preferences for GMOs: Do Purchasing Patterns Differ from Voting Behavior?" *ARE Update* 23, no. 2: 1-4. University of California Giannini Foundation of Agricultural Economics.

Kaplan, Scott, Rebecca Taylor, and Sofia B. Villas-Boas. 2019. "Lessons from Berkeley's Sugar-Sweetened Beverage Election and Tax." *ARE Update* 22, no. 4: 9-11. University of California Giannini Foundation of Agricultural Economics.

Kaplan, Scott. 2019. "Did Zion's 'Shoe Explosion' Actually Impact Nike's Value?" *Fansided: Nylon Calculus*. March 25, 2019. [Access here](#).

Wessler, Justus, Scott Kaplan, and David Zilberman. 2014. "The Cost of Delaying Approval of Golden Rice." *ARE Update* 17, no. 3: 1-3. University of California Giannini Foundation of Agricultural Economics.

Zilberman, David, Gal Hochman, Scott Kaplan, and Eunice Kim. 2014. "The Political Economy of Biofuel." *Choices Magazine* 29, no. 1.

Zilberman, David and Scott Kaplan. 2014. "Sustainability in Agricultural Policy Design." *Fertile Ground: Agriculture's Role in Trade and Development*, World Politics Review Feature Report, pp. 9-14.

Zilberman, David and Scott Kaplan. 2014. "An Overview of California's Agricultural Adaptation to Climate Change." *ARE Update* 18, no. 1: 16-19. University of California Giannini Foundation of Agricultural Economics.

**MEDIA  
COVERAGE**

ESPN Outside the Lines (Live on-Camera Interview), Business Insider, MIT Sloan Management Review, NBC Sports, KCBS Radio, Berkeley News, AusTaxPolicy Blog, Breakthroughs Magazine

**REFeree  
EXPERIENCE**

*Journal of Sustainable Forestry* (2017), *Agricultural Economics* (2017), *Public Health Nutrition* (2018)

**PROFESSIONAL  
EXPERIENCE**

**Catalyst Consultant, MARS Inc.** (*June 2017-September 2017*)

- Used structural equation modeling techniques to understand the effect of "social capital" (e.g. trust among villagers, membership in different community groups, etc.) among cocoa farmers on agricultural productivity.

**Commercial Applied Research Team Intern, MARS Inc.** (*June 2016-August 2016*)

- Created a spatial equilibrium model of the global soybean market to assess the effects of supply and demand shocks on regional prices and quantities.
- Estimated price and income elasticities for major commodity-country groups to use in commodity price forecasting.
- Developed an R workshop in order to assist CART members in learning how to use R and its applications in current CART projects.

**Data Analyst, Energy Biosciences Institute** (*2011-2014*)

- Managed and maintained Excel databases for several projects on the economics of biofuel, technology adoption, and energy markets.
- Reviewed, edited, and provided data in support of both peer-reviewed publications and internal reports.
- Assisted with research administration such as financial accounting, drafting of grant proposals, and annual reports.

**TEACHING  
EXPERIENCE**

**Instructor of Record, Environmental Economics and Policy (EEP) 118: Introductory Applied Econometrics** (*Summer 2018*)

- Evaluation Average: 6.35/7

**Lecturer, Master of Development Practice (MDP) Economics Bootcamp** (*Summer 2017, 2018, 2019*)

- Evaluation Average: 6.43/7

**Graduate Student Instructor, Master of Development Practice (DEVP) 222: Economics of Sustainable Resource Development** (*Fall 2018, 2019*)

- Evaluation Average: 6.79/7

**Undergraduate Student Instructor, Environmental Science, Policy, and Management (ESPM) 100ES: Methods in Environmental Science** (*Spring 2014*)

**MENTORSHIP AND  
SERVICE**

**College of Natural Resources Alumni Board Member** (*Winter 2017 - Present*)

**Undergraduate Research Apprenticeship Program Mentor** (*Fall 2017 - Present*)

**Giannini Foundation Agricultural and Resource Economics Student Conference Co-Organizer** (*Spring 2018*)

**Graduate Admissions Committee, Department of Agricultural and Resource Economics, UC Berkeley** (*Spring 2019*)

**SKILLS**

**Software and Typesetting Languages:**

- Microsoft Office Suite, STATA, L<sup>A</sup>T<sub>E</sub>X, R

**AWARDS AND  
GRANTS**

- UC Berkeley College of Natural Resources Sacheti Family Fellowship, 2019.
- Winner of "Best Poster," MIT Sloan Sports Analytics Conference, 2019.
- National Science Foundation Data Science Fellowship, 2017-18.

- Honorable Mention, Agricultural and Applied Economics Association Quality of Communication Award (for "An Overview of California's Agricultural Adaptation to Climate Change"), 2015.
- UC Berkeley Sponsored Program for Undergraduate Research (SPUR) Grant, 2013-14.
- UC Berkeley Horace Albright Memorial Scholarship, 2012.
- UC Berkeley Leadership Scholarship, 2012.

## REFERENCES

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