

Willingness to Pay and Experimental Auction

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[Biography]

Hiroki Wakamatsu is a researcher at Center for Business and Economics Research, National Research Institute of Fisheries Science, Japan Fisheries Research and Education Agency (FRA). He earned his PhD degree on Environmental and Natural Resource Economics in University of Rhode Island, USA. The dissertation topic is about potential demand analysis of seafood ecolabeling in the Japanese seafood market. His specialty is experimental auction and statistical (econometric) demand analysis. In FRA, he applies his experience of demand analysis to study economic loss of seafood market due to the East Japan earthquake and the Fukushima Disaster. He has done demand analyses not only using data in hypothetical settings including such as a choice experiment and experimental auction, but also using market data at fishing ports, retailers, and online.

