

## **BRYAN BOLLINGER**

NYU Stern School of Business  
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New York, NY 10012  
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### **ACADEMIC APPOINTMENTS**

**NYU Stern School of Business**, Associate Professor, New York, NY, 2019-present

**Duke Fuqua School of Business**, Assistant Professor, Durham, NC, 2014-2019  
Promoted to Associate - 2019

**NYU Stern School of Business**, Assistant Professor, New York, NY, 2011-2014

### **EDUCATION**

**Stanford Graduate School of Business**, Stanford, CA, 2006-2011  
Ph.D. in Marketing, June 2011

**Stanford University**, Stanford, CA, 2006-2011  
M.A. in Economics, January 2010

**Dartmouth College**, Hanover, NH, 1999-2003  
B.A. in Engineering, June 2003  
B.E. in Mechanical Engineering, June 2003

### **RESEARCH INTERESTS**

Technology Adoption and Diffusion  
Energy, environmental, and health policy  
Information and Automation  
Marketing mix effectiveness  
Peer/network effects and spillovers  
Sustainability marketing  
Empirical methods

### **PREVIOUS EXPERIENCE**

**Physics Teacher**, Deerfield Academy, Deerfield, MA 2004-2006

**Math Teacher**, Punahau School, Honolulu, HI 2005

**Associate Consultant**, Appian Corporation, Vienna, VA 2003-2004

### **PHD AND POST-DOCTORAL STUDENTS**

#### **Former:**

Justin Kirpatrick (Michigan State, Economics)  
Hana Choi (University of Rochester, Marketing)  
Minjung Kwon (Syracuse University, Marketing)  
Vivian Qin (Visiting Scholar at University of Maryland, Marketing)  
Safek Yucel (Georgetown University, Operations)  
Stefan Lamp (Toulouse, Economics Post-doc)  
Tsvetan Tsvetanov (University of Kansas, Economics)  
Tingting Fan (The Chinese University of Hong Kong, Marketing)

#### **Current:**

Nah Lee (Marketing PhD student at Duke)  
Yanyou Chen (Economics PhD student at Duke)

Rudolf-Harri Oberg (Economics PhD student at Duke)  
 Drew Vollmer (Economics PhD student at Duke)  
 Bobby Harris (Economics and Policy PhD student at Duke)

## PUBLISHED/ACCEPTED PAPERS

Bollinger, Bryan and Wesley Hartmann, 'Information versus Automation and Implications for Dynamic Pricing' with Wesley Hartmann (forthcoming at *Management Science*).

Gullo, Kelley, Jonah Berger, Jordan Etkin, and Bryan Bollinger (2019). "Does Time of Day Affect Variety-Seeking?." *Journal of Consumer Research*.

Kraft-Todd, Gordon T., Bryan Bollinger, Kenneth Gillingham, Stefan Lamp, and David G. Rand (2018). "Credibility-Enhancing Displays Promote the Provision of Non-Normative Public Goods." *Nature* 563(7730): 245.

Bollinger, Bryan, and Song Yao (2018). "Risk Transfer Versus Cost Reduction on Two-Sided Microfinance platforms." *Quantitative Marketing and Economics* 16(3): 251-287.

Thomadsen, Raphael , Robert Rooderkerk, On Amir, Neeraj Arora, Karsten Hansen, Leslie John, Wendy Liu, Aner Sela, Vishal Singh, K. Sudhir, and Wendy Wood (2018). "How Context Affects Choice" *Customer Needs and Solutions* 5(1-2): 3-14.

Hobin, Erin, Bryan Bollinger, Jocelyn Sacco, E. L. I. Liebman, Lana Vanderlee, F. E. I. Zuo, Laura Rosella, Mary L'abbe, Heather Manson, and David Hammond (2017). "Consumers Response to an On?Shelf Nutrition Labelling System in Supermarkets: Evidence to Inform Policy and Practice." *The Milbank Quarterly* 95(3): 494-534.

Bollinger, Bryan (2015). "Green Technology Adoption: An Empirical Study of the Southern California Garment Cleaning Industry." *Quantitative Marketing and Economics*, 13(4): 319-358.

Venkatraman, Vinod, Angelika Dimoka, Paul A. Pavlou, Khoi Vo, William Hampton, Bryan Bollinger, Hal E. Hershfield, Masakazu Ishihara, and Russell S. Winer (2015). "Predicting advertising success beyond traditional measures: New insights from neurophysiological methods and market response modeling." *Journal of Marketing Research*, 52(4): 436-452.

Karmarkar, Uma and Bryan Bollinger (2015). "BYOB: How Bringing your Own Shopping Bags Leads to Pampering Yourself and the Environment." *Journal of Marketing*, 79(4): 1-15.

Bollinger, Bryan and Kenneth Gillingham (2012). "Peer Effects in the Diffusion of Solar Photovoltaic Panels." *Marketing Science*, 31(6): 900-912.

Bollinger, Bryan, Phillip Leslie and Alan Sorensen (2011). "Calorie Posting in Chain Restaurants." *American Economic Journal: Economic Policy*, 3(1):91-128.

## WORKING PAPERS

'Promotional Campaign Duration and Word-of-Mouth' with Ken Gillingham, Stefan Lamp, and Tsvetan Tsvetanov, [http://www.bryanbollinger.com/index\\_files/promotionduration\\_WOM.pdf](http://www.bryanbollinger.com/index_files/promotionduration_WOM.pdf)

'Peer Effects in Water Conservation: Evidence from Consumer Migration' with Ken Gillingham and Jesse Burkhardt, <https://www.nber.org/papers/w24812>

'Do Informative Promotional Campaigns for On-Shelf Nutritional Labelling Work?' with Erin Hobin, Eli Sellinger-Liebman, Jocelyn Sacco, and David Hammond, [http://www.bryanbollinger.com/index\\_files/GuidingStarsNational.pdf](http://www.bryanbollinger.com/index_files/GuidingStarsNational.pdf)

'Local Excise Taxes, Sticky Prices, and Spillovers: Evidence from Berkeley's Soda Tax' with Steven

Sexton, [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3087966](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3087966)

'Learning by Doing in Solar Photovoltaic Installations' with Kenneth Gillingham

'Visibility and Peer Influence in Durable Good Adoption' with Ken Gillingham, Steve Sexton, and Justin Kirkpatrick

'Equilibrium Effects of Competition on Solar Photovoltaic Demand and Pricing' with Kenneth Gillingham and Stefan Lamp

'Social Learning and Solar Photovoltaic Adoption: Evidence From a Field Experiment' with Ken Gillingham

'Making Pro-Social Social: The Effectiveness of Online and Offline Social Communication' with Kenneth Gillingham

'Structural Analysis of Multi-Channel Demand' with Scott Shriver

'Spatial Competition in Growing Markets: A Dynamic Model of Entry' with Ulrich Doraszelski and Ryan McDevitt

'What is the value of conformity? Evidence from home landscaping and water conservation' with Jesse Burkhardt, Nathan Chan, and Kenneth Gillingham

## WORK IN PROGRESS

'Estimating Heterogeneous Treatment Effects with Pre-Treatment Panel Data' with Wes Hartmann

'Household Discount Rates and Net Energy Metering: Incentives for Rooftop Solar Adoption' with Ken Gillingham, Steve Sexton, and Justin Kirkpatrick

'Welfare Impacts of Solar Tariffs' with Todd Geraden, Ken Gillingham, James Roberts, Drew Vollmer, and Daniel Xu,

'Seasonal Latent Segments in the US Video Game Market' with Minjung Kwon and Masakazu Ishihara

## GRANTS

Provost's Pilot Research Grant, 2018

DOE Solar Energy Evolution and Diffusion Studies II (SEEDS II) grant, 2017

NBER The Economics of Energy Markets, 2016

Duke Energy Initiative seed grant, 2016

DOE Small Business Innovation Research, 2015

Canadian Institutes of Health Research grant, 2014

DOE Solar Energy Evolution and Diffusion Studies (SEEDS) grant, 2013

Innovative Approaches to Measuring Advertising Effectiveness grant, Wharton Customer Analytics Initiative, 2012

National Science Foundation Social, Behavioral & Economic Sciences Doctoral Dissertation Improvement Grant recipient, 2009

EPA grant for Dissertation and Early Career Research, 2009

## HONORS AND AWARDS

Marketing Science Institute Young Scholar, 2017

American Marketing Association, Sheth Foundation Doctoral Consortium Fellow, 2010

Graduated Cum Laude with High Honors in Engineering, 2003

Dartmouth Society of Engineers' Prize for best BE project/thesis, 2003

Dartmouth Endowed Scholar, 1999-2003  
Tau Beta Phi Engineering Honor Society, 2002  
Presidential Scholar, 2001  
Philip R. Jackson Engineering Prize, 2001

## TEACHING ACTIVITIES

### **Duke Fuqua School of Business**

“Marketing Management” (Full Time MBA), fall 2017-present  
“Marketing Management” (Executive MBA), spring 2015-spring 2016  
“Global Marketing: Strategy and Tactics” (Executive MBA), winter 2016

### **NYU Stern School of Business**

“New Product Development” (MBA and undergraduate), spring 2012-2014  
“Advanced Empirical Methods” (PhD), spring 2014

### **Stanford Graduate School of Business**

MBA course assistant, “New Product Development”, fall 2009  
MBA course development assistant, “New Product Development,” summer 2009  
MBA course assistant, “Customer-Focused Product Marketing”, spring 2009  
MBA course grader, “Marketing Management,” winter 2008  
MBA course grader, “Customer-Focused Product Marketing,” spring 2008  
MBA course grader, “Data and Decisions, Accelerated,” spring 2009

### **Deerfield Academy**

High school physics teacher, 2004 - 2006

### **Punahou School**

Summer school math teacher, 2005

### **Dartmouth College**

German drill class instructor, 2002  
Tutor in physics, chemistry, engineering and math, winter 2002 - 2003

## CONFERENCE PRESENTATIONS AND INVITED TALKS

‘Visibility and Economic Value in Peer Influence,’

Emory University, March 2019  
University of Rochester, March 2019  
Georgia Tech, March 2019  
Harvard University, January 2019

‘Learning by Doing in Solar Photovoltaic Installations,’

Pontificia Universidad Catolica de Chile, April 2019  
University of Chile, April 2019  
*Marketing Science Conference*, June 2018  
*Econometric Society World Congress 20*, July 2015  
*Marketing Dynamics Conference*, August 2014  
*New Science of Soft Costs workshop*, SunShot Summit, May 2014  
Wharton School, October 2013  
Duke University, September 2013  
*Marketing Science Conference*, July 2013

‘Peer Effects in Water Conservation: Evidence from Consumer Migration’

Boston University, March 2019  
 University of Minnesota, November 2018  
 New York University, October 2018  
*Fashion Retailing Conference, McGill University*, April 2018  
 Kellogg, May 2017  
 UCLA, May 2017  
*Stanford Alumni Conference*, August 2017

‘Information versus Automation and Implications for Dynamic Pricing’

*IP<sup>2</sup>: The Market for Regulation in the Internet of Things*, Stanford University Hoover Institute, January, 2019  
*Workshop in Consumer Analytics*, University of Chile, January, 2016  
 Yale University, November, 2015  
*NBER summer meetings*, July 2015  
 University of Washington, May 2015  
*2014 Field Experimentation Conference*, Rady School of Business, March 2014  
*Marketing Science Conference*, June 2012

‘Equilibrium Effects of Competition on Solar Photovoltaic Demand and Pricing’

*Summer Institute in Competitive Strategy, UC Berkeley*, June 2017

‘Context Effects: The Role of Visible Actions’

*Choice Symposium*, May 2016

‘Structural Analysis of Multi-Channel Demand’

Cornell Marketing Camp, April 2016

‘Risk Transfer versus Cost Reduction on Two-Sided Micro-finance Platforms’

*Marketing Science Conference*, June 2015

‘Social Learning and Solar Photovoltaic Adoption: Evidence From a Field Experiment’

*Decision Science and Market Transformation Pathways Workshop*, DOE, American Academy of Arts and Sciences, and APS, November 2015  
*Quantitative Marketing and Economics Conference*, October 2015  
*Marketing Science Conference*, June 2014  
*New Science of Soft Costs workshop*, SunShot Summit, May 2014

‘Measuring Asymmetric Persistence and Interaction Effects of Media Exposures Across Platforms,’

*Workshop on Economics of Advertising and Marketing*, University of Vienna, June 2014  
*Conference on the Economics of Information and Communication Technologies*, Centre for European Economic Research (ZEW), June 2014  
 Wharton, July 2013  
 University of Rochester, April 2013

‘The Effect of Commercials on Television Viewership,’

*Innovative Approaches to Measuring Advertising Effectiveness Conference*, Wharton, May 2013

‘Green Technology Adoption: An Empirical Study of the Southern California Dry Cleaning Industry,’

*Empirical Implementation of Theoretical Models of Strategic Interaction and Dynamic Behavior workshop*, Stanford Institute for Theoretical Economics, July 2014  
 Wharton, October 2012  
*Alliance for Research on Corporate Sustainability (ARCS) conference*, May 2012

University of British Columbia, November 2010  
 University of California, Berkeley, October 2010  
 Harvard University, October 2010  
 Carnegie Mellon University, October 2010  
 Dartmouth College, October 2010  
 University of Maryland, October 2010  
 University of Michigan, September 2010  
 Northwestern University, September 2010  
 University of Chicago, September 2010  
 Columbia University, September 2010  
 New York University, September 2010  
 Erasmus School of Economics, September 2010  
*Marketing Science Conference*, June 2009

‘Peer Effects in the Diffusion of Solar Photovoltaic Panels,’

*Summer Institute in Competitive Strategy*, July 2012  
*CEPR Conference on Applied Industrial Organization*, May 2012  
*Marketing Modelers conference*, May 2012  
*Columbia Business School Strategy Conference*, December 2011  
*Marketing Science Conference*, June 2010

‘Calorie Posting in Chain Restaurants,’

*Writing on the Wall* National Series of Symposia,  
 Center for Science in the Public Interest, September 2012

- Vancouver - Wosk Centre for Dialogue, Simon Fraser University
- Winnipeg - with the Alliance for the Prevention of Chronic Disease and Cancer Care Manitoba, Thunderbird House
- Toronto - Ontario Legislative Assembly
- Ottawa - with Ottawa Public Health, City Hall Council Chamber
- Halifax - Dalhousie University

## **SERVICE AND PROFESSIONAL AFFILIATIONS**

Editorial Review Boards:

Journal of Marketing Research  
 Quantitative Marketing and Economics  
 Journal of Marketing

Ad-Hoc Referee:

Marketing and Business:

Management Science  
 Marketing Science  
 Journal of Consumer Research  
 Marketing Letters  
 International Journal of Marketing Research  
 Agribusiness

Economics:

Econometrica  
 American Economic Journal: Economic Policy  
 American Economic Journal: Applied Economics  
 American Economic Journal: Microeconomics  
 The RAND Journal of Economics

Journal of Industrial Economics  
 International Journal of Industrial Organization  
 Journal of Applied Econometrics  
 Journal of the Association of Environmental and Resource Economists  
 Journal of Environmental Economics and Management  
 The Economic Journal  
 Resource and Energy Economics  
 Energy Economics  
 Journal of Industrial Economics  
 Information Economics and Policy  
 Journal of Economic Behavior and Organization  
 Journal of Health Economics  
 Health Economics  
 Journal of Public Economics  
 American Journal of Health Economics  
 Agricultural Economics, Journal of Economic Psychology

## Other:

Science  
 Energy Journal

## Other External Service:

American Marketing Association, Sheth Foundation Doctoral Consortium Faculty Fellow, 2019  
 Duke's board member for the Alliance for Research on Corporate Sustainability, 2018-2019  
 American Marketing Association, Sheth Foundation Doctoral Consortium Faculty Fellow, 2018  
 American Marketing Association, Sheth Foundation Doctoral Consortium Faculty Fellow, 2014  
 Marketing Science Doctoral Consortium Faculty Fellow, 2013  
 Marketing Science Doctoral Consortium Faculty Fellow, 2012  
 AE for 2017 Winter AMA conference & 2019 Summer AMA conference  
 Ad-Hoc Reviewer for Department of Energy, Strategic Management Society  
 Expert Panelist for FDA

## Other Duke Service:

Marketing Group seminar coordinator, 2014-2018  
 Faculty attendee of Energy Intuitive bi-weekly student meetings 2016-2018  
 Energy Initiative Data Analytics Workshop attendee, 2018  
 ClimateCAP Summit and Education Roundtable attendee, 2018  
 Taught mock class for admitted daytime MBA students, 2018  
 Marketing Club MILE attendee, 2016-2018  
 Fuqua Brown Bag seminar coordinator, 2017  
 Edge Center board meeting attendee 2014-2017  
 MBA independent study supervisor, 2017 and 2018  
 Committee for assessment of technology for the hybrid WEMBA classroom, 2017  
 Marketing Club and Food & Ag Club Food Policy Workshop attendee, 2017  
 Presenter, Southeast Energy Pathways Workshop, Nicholas Institute for Environmental, 2017  
 Panel Facilitator, Duke Tech Symposium: VR and AR, 2017  
 Presentation, Latin America Regional Advisory Board (in Panama City), 2016  
 Marketing Club Brand Challenge judge, 2016  
 Leading the Energy Transition forum attendee, EDGE Center, 2016  
 Panel Facilitator, Food Con: The Food Value Chain, 2015

## Memberships:

American Marketing Association  
 INFORMS  
 American Economic Association  
 The Econometric Society