

BRYAN BOLLINGER

NYU Stern School of Business
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ACADEMIC APPOINTMENTS

NYU Stern School of Business, New York, NY
George A. Kellner Faculty Fellow, 2021-present
Director of Doctoral Education, 2021-present
Associate Professor, 2019-present

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

NYU Stern School of Business, New York, NY
Assistant Professor, 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
Peer/network effects and spillovers
Sustainability marketing

PUBLISHED/ACCEPTED PAPERS

- Shriver, Scott and Bryan Bollinger (2021) “Demand Expansion and Cannibalization Effects from Retail Entry: A Structural Analysis of Multi-Channel Demand” *Management Science* (accepted).
- Bollinger, Bryan, Ken Gillingham, Steve Sexton, and Justin Kirkpatrick (2021) “Visibility and Peer Influence in Durable Good Adoption.” *Marketing Science* (forthcoming).
- Burkhardt, Jesse, Nathan Chan, Bryan Bollinger, Kenneth Gillingham (2021) “What is the Value of Conformity? Evidence from Home Landscaping and Water Conservation” *American Journal of Agricultural Economics* (forthcoming)
- Bollinger, Bryan, Eli Liebman, David Hammond, Erin Hobin, and Jocelyn Sacco (2021). “Educational Campaigns for Product Labels: Evidence from On-Shelf Nutritional Labeling.” *Journal of Marketing Research* (forthcoming).

- Gillingham, Kenneth and Bryan Bollinger (2021). “Social Learning and Solar Photovoltaic Adoption: Evidence From a Field Experiment.” *Management Science* (forthcoming).
- Bollinger, Bryan, Kenneth Gillingham, and Marten Ovaare (2020). “Field Experimental Evidence Shows that Self-Interest Attracts More Sunlight.” *Proceedings of the National Academy of Science* 117(34): 20503-20510.
- Hagen, Linda, Kosuke Uetake, Nathan Yang, Bryan Bollinger, Allison JB Chaney, Daria Dzyabura, Jordan Etkin et al. (2020). “How can machine learning aid behavioral marketing research?” *Marketing Letters* 1-10.
- Bollinger, Bryan, Jesse Burkhardt, and Ken Gillingham (2020). “Peer Effects in Residential Water Conservation: Evidence from Consumer Migration.” *American Economic Journal: Economic Policy*, 12(3): 107-133.
- Wood, Stacy and Bryan Bollinger (2020). “Predicting Changes in Patient Choice of Preventive Healthcare after Celebrity Diagnoses” *Journal of the Association for Consumer Research*.
- Bollinger, Bryan and Wesley Hartmann (2020). “Information versus Automation and Implications for Dynamic Pricing.” *Management Science*, 66(1): 290-314).
- Gullo, Kelley, Jonah Berger, Jordan Etkin, and Bryan Bollinger (2019). “Does Time of Day Affect Variety-Seeking?.” *Journal of Consumer Research*, 46(1): 20-35.
- 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, Bryan Bollinger, 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’s 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, https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3500933
- “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
- “The Timing and Location of Entry in Growing Markets: Subgame Perfection at Work” with Ulrich Doraszelski and Ryan McDevitt, https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3500963

- “Learning by Doing in Solar Photovoltaic Installations” with Kenneth Gillingham, https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2342406
- “Equilibrium Effects of Competition on Solar Photovoltaic Demand and Pricing” with Kenneth Gillingham and Stefan Lamp
- “Making Pro-Social Social: The Effectiveness of Online and Offline Social Communication” with Kenneth Gillingham and Kelley Gullo
- “Vertical versus Horizontal Variance in Online Reviews and Their Impact on Demand” with Nah Lee and Richard Staelin.

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 Kirpatrick
- “Welfare Impacts of Solar Tariffs” with Todd Geraden, Ken Gillingham, James Roberts, Drew Vollmer, and Daniel Xu.

PHD STUDENT COMMITTEES AND POST-DOCTORAL STUDENTS

Former:

Drew Vollmer (U.S. Department of Justice)
 Poppy Zhang (Facebook Research)
 Yanyou Chen (University of Toronto, Economics)
 Rudolf-Harri Oberg (Deakin Business School, Marketing)
 Justin Kirpatrick (Michigan State, Economics)
 Hana Choi (University of Rochester, Marketing)
 Minjung Kwon (Syracuse University, Marketing)
 Vivian Qin (Mariott International, Marketing and Media Analytics)
 Safek Yucl (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 (Duke)

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

- George A. Kellner Faculty Fellow, 2021-2024
- AMA-EBSCO Responsible Research in Marketing award, 2020
- 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

NYU Stern School of Business

- “Marketing and Sustainability” (MBA and Executive MBA), fall 2020-present
- “Introduction to Marketing” (undergraduate), fall 2019
- “Advanced Empirical Methods” (PhD), spring 2014
- “New Product Development” (MBA and undergraduate), spring 2012-2014

Duke Fuqua School of Business

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

CONFERENCE PRESENTATIONS AND INVITED TALKS

- “Visibility and Peer Influence in Durable Good Adoption”
 - Purdue University, April 2021
 - Columbia University, February 2021
 - UC Riverside, October 2020
 - Emory University, March 2019
 - University of Rochester, March 2019
 - Georgia Tech, March 2019
 - Harvard University, January 2019
- “Does Self-Interest Attract More Sunlight? Evidence from a Natural Field Experiment on Rooftop Solar”
 - UT Dallas, Laboratory for Behavioral Operations and Economics, February 2020
- “Equilibrium Effects of Competition on Solar Photovoltaic Demand and Pricing”
 - MIT, March 2020
 - Summer Institute in Competitive Strategy, UC Berkeley*, June 2017
- “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”
IP²: 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

“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 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

Invited Discussant or Moderator:

2021 UTD Bass Conference

2020 MSI Big Data Roundtable Moderator

2017 Quantitative Marketing and Economics

2017 Yale China-India Conference

2015 NE Workshop on Energy Policy and Environmental Economics

2013 Quantitative Marketing and Economics

SERVICE AND PROFESSIONAL AFFILIATIONS

Editorial Review Boards:

Quantitative Marketing and Economics (Area Editor, 2018-present)

Journal of Marketing Research (2017-present, Area Editor 2021-present)

Journal of Marketing (2018-present)

Journal of Consumer Research (2021-present)

Guest Area Editor for Management Science special issue on climate change, 2021

Guest Co-Editor for JACR special issue on climate change, 2022

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 Review
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:

QME Conference program committee, 2021
MSI's 2020 Alden G. Clayton doctoral dissertation proposal prize committee, 2020
QME Conference program reviewer, 2020
Theory and Practice in Marketing Conference reviewer, 2020
MSI State of Marketing Science Summit roundtable leader, 2020
The Advanced Research Techniques Forum paper selection committee, 2020
MSI's 2020 Alden G. Clayton doctoral dissertation proposal prize committee, 2019
MSI State of Marketing Science Roundtable, 2019
ISMS doctoral dissertation proposal prize committee, 2019
American Marketing Association, Sheth Foundation Doctoral Consortium Faculty Fellow, 2019
AE for 2019 Summer AMA conference
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
Ad-Hoc Reviewer for Department of Energy, Strategic Management Society
Expert Panelist for FDA

NYU Service:

Stern School Faculty Council, 2021-present
Marketing chair advisory group, 2019-present
Marketing group PhD coordinator, 2019-present
A-journal list committee, 2020
NYU leadership summit attendee, 2019
PhD committee member 2011-2014
Faculty recruiting 2011-2013, 2019

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
Faculty recruiting 2014-2017

Memberships:

American Marketing Association
INFORMS
American Economic Association
The Econometric Society