

BRYAN BOLLINGER

NYU Stern School of Business
804 Tisch Hall
40 W 4th St
New York, NY 10012
bryan.bollinger@stern.nyu.edu

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 STUDENT COMMITTEES

Former:

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 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:

Poppy Zhang

Nah Lee (Marketing 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, Ken Gillingham, Steve Sexton, and Justin Kirkpatrick (2021) “Visibility and Peer Influence in Durable Good Adoption.” *Marketing Science* (accepted).
- 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* (accepted)
- 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
- “Demand Expansion and Cannibalization Effects from Retail Entry: A Structural Analysis of Multi-Channel Demand” with Scott Shriver, https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2600917
- “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.

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

- 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

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

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

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 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

Guest AE for Management Science special issue on climate change

Guest Co-Editor for JACR special issue on climate change

Editorial Review Boards:

Quantitative Marketing and Economics (AE)
Journal of Marketing Research
Journal of Marketing
Journal of Consumer Research

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:

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