

## **BRYAN BOLLINGER**

NYU Stern School of Business  
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40 W 4th St  
New York, NY 10012  
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### **ACADEMIC APPOINTMENTS**

**NYU Stern School of Business**, New York, NY  
Professor of Marketing  
George A. Kellner Faculty Fellow, 2021-present  
Academic Director of Doctoral Education, 2021-present  
Department Affiliations: Economics (2022-present)  
Associate Professor of Marketing, 2019-2023

**Stanford Graduate School of Business**, Stanford, CA  
Distinguished Visiting Scholar, 2023

**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  
Marketing and sustainability

### **PUBLISHED/ACCEPTED PAPERS**

- Bollinger, Bryan, Ken Gillingham, Stefan Lamp, and Tsvetan Tsvetanov. “Promotional Campaign Duration and Word-of-Mouth in Solar Panel Adoption”. *Marketing Science* (accepted). *Gary Lilien Practice Prize finalist*.
- Bollinger, Bryan and Steven Sexton (2023). “Local Excise Taxes, Sticky Prices, and Spillovers: Evidence from Soda Taxes. ” *Quantitative Marketing and Economics* (accepted).
- Bollinger, Bryan, Kenneth Gillingham and Kelley Gullo Wight (2023). “Making Pro-Social Social: The Effectiveness of Social Proof for Energy Conservation using Social Media”. *Journal of the Association of*

*Consumer Research* (accepted).

- Bollinger, Bryan, Ulrich Doraszelski, Kenneth Judd, and Ryan McDevitt (2023), “The Timing and Location of Entry in Growing Markets: Subgame Perfection at Work.” *The RAND Journal of Economics* (accepted).
- Lee, Nah, Bryan Bollinger, and Richard Staelin (2023). “Vertical versus Horizontal Variance in Online Reviews and Their Impact on Demand” *Journal of Marketing Research*, 60(1), 130-154.
- Shriver, Scott and Bryan Bollinger (2022). “Demand Expansion and Cannibalization Effects from Retail Entry: A Structural Analysis of Multi-Channel Demand” *Management Science*, 68(12): 8829-88.
- Bollinger, Bryan, Ken Gillingham, Steve Sexton, and Justin Kirkpatrick (2022). “Visibility and Peer Influence in Durable Good Adoption.” *Marketing Science*, 41(3): 453-476.
- Bollinger, Bryan, Eli Liebman, David Hammond, Erin Hobin, and Jocelyn Sacco (2022). “Educational Campaigns for Product Labels: Evidence from On-Shelf Nutritional Labeling.” *Journal of Marketing Research* 58(6): 153-172.
- 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* 24(1): 228-248.
- Gillingham, Kenneth and Bryan Bollinger (2021). “Social Learning and Solar Photovoltaic Adoption” *Management Science* 67(11): 7091-7112.
- Bollinger, Bryan, Kenneth Gillingham, and Marten Ovaere (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 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.  
*2023 Finalist, Management Science best paper award (marketing department)*
- 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. Herschfield, 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

- Bollinger, Bryan, Levin Zhu, and Randi Kronthal-Sacco. “Sustainable Product Demand and Availability”.
- Bollinger, Bryan and Kenneth Gillingham. “Learning by Doing in Solar Photovoltaic Installations”, [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2342406](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2342406)
- Bollinger, Bryan, Kenneth Gillingham and Stefan Lamp. “Equilibrium Effects of Competition on Solar Photovoltaic Demand and Pricing”.
- Xu, Jiaming, Bryan Bollinger, and Raluca Ursu “The Influence of Product Location Changes on Consumer In-store Consideration and Choice”.
- Bollinger, Bryan, Ken Gillingham, and Justin Kirkpatrick (2023). “Valuing Solar Subsidies”.
- Bollinger, Bryan, Todd Gerarden, Ken Gillingham, Drew Vollmer, and Daniel Xu. “Strategic Avoidance and Welfare Impacts of U.S. Solar Panel Tariffs”.

## WORK IN PROGRESS

- “Estimating Heterogeneous Treatment Effects with Pre-Treatment Panel Data” with Wes Hartmann.
- “Park Exposure and Sustainable Consumption” with Levin Zhu, Randi Kronthal-Sacco, and Steve Zhang.

## PHD STUDENT COMMITTEES AND POST-DOCTORAL STUDENTS

### Current:

Levin Zhu (Duke)  
Ella (Jiaming) Xu (NYU)  
Steve (Shitai) Zhang (NYU)

### Former:

#### NYU:

Poppy Zhang (Facebook Research)  
Minjung Kwon (Syracuse University, Marketing)  
Tingting Fan (The Chinese University of Hong Kong, Marketing)

#### Duke:

Nah Lee (SKK GSB)  
Drew Vollmer (U.S. Department of Justice)  
Yanyou Chen (University of Toronto, Economics)  
Rudolf-Harri Oberg (Deakin Business School, Marketing)  
Justin Kirpatrick (Michigan State, Economics)  
Hana Choi (University of Rochester, Marketing)  
Vivian Qin (Mariott International, Marketing and Media Analytics)  
Safek Yucel (Georgetown University, Operations)

### SEEDS post-doctoral candidates (Yale):

Andres Gonzalez (Pontificia Universidad Catolica de Chile)

Marten Ovaere (Ghent University)  
Stefan Lamp (Toulouse, Economics Post-doc)  
Tsvetan Tsvetanov (University of Kansas, Economics)

## GRANTS

- DOE Solar Energy Evolution and Diffusion Studies III (SEEDS III) grant (\$1.64MM, Yale University, PI for the NYU sub-award 1/1/2017-12/31/2019)
- Provost's Pilot Research Grant, 2018 (\$30K, Duke University, 7/1/2018-6/30/2019)
- DOE Solar Energy Evolution and Diffusion Studies II (SEEDS II) grant (\$1.3MM, Yale University, PI for the NYU/Duke sub-award 1/1/2017-12/31/2019)
- NBER The Economics of Energy Markets (\$47K, Duke University and NBER, co-PI, 1/7/2016-1/6/2017)
- Duke Energy Initiative seed grant (Duke University, \$36K, co-PI, 7/1/2016-10/31/2018)
- DOE Small Business Innovation Research (ClearGrid Energy, \$25K subcontract, subcontractor at Duke, 6/30/2015-3/31/2016)
- Canadian Institutes of Health Research grant (\$483K Canadian, Public Health Ontario, researcher, 1/7/2014-1/6/2016)
- DOE Solar Energy Evolution and Diffusion Studies (SEEDS) grant (\$1.9 MM, Yale University, PI for the NYU/Duke sub-award, 4/1/2013-3/31/2017)
- Innovative Approaches to Measuring Advertising Effectiveness grant, Wharton Customer Analytics Initiative (\$10K, Hong Kong University of Science and Technology, co-PI, 6/2012-2/2013)
- National Science Foundation Social, Behavioral & Economic Sciences Doctoral Dissertation Improvement Grant recipient (\$30K, Stanford, PI, awarded 12/2008, declined due to double funding with EPA grant)
- EPA grant for Dissertation and Early Career Research (\$41.6K, Stanford, PI, 2/01/2009-5/31/2013)

## HONORS AND AWARDS

- Stanford Distinguished Visiting Scholar, 2023
- Marketing Science Institute Scholar, 2023
- 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**

Spring 2024: UC Berkeley marketing, University of Groningen seminar, KU Leuven Retailing camp, Georgetown marketing, Dartmouth international economics group

“Valuing Technology Complementarities: Rooftop Solar and Energy Storage”  
*Marketing Science*, June 2023

“Valuing Solar Subsidies”  
*IO+*, University of Chicago, September 2023  
UNC, September 2023  
Carnegie Mellon, May 2023  
Cornell Sustainable Environment, Energy, and Resource Economics seminar, October 2022

“Sustainable Product Demand and Price Elasticity”  
Cornell Marketing camp, October 2022  
Marketing Modelers Conference, May 2023  
*Marketing for Environmental Sustainability*, Stanford, January 2023  
Temple University, March 2022  
Indian Institute of Management Bangalore, May 2022

“Strategic Avoidance and Welfare Impacts of U.S. Solar Panel Tariffs”  
*Marketing for Environmental Sustainability*, Stanford, December 2023  
*Stern IO Day*, September 2022  
*Marketing Science*, June 2022

“Learning by Doing in Solar Photovoltaic Installations”  
Stanford Graduate School of Business, April 2023  
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

Promotional Campaign Duration and Word-of-Mouth in Solar Panel Adoption  
*Marketing Science*, June 2022

“Visibility and Peer Influence in Durable Good Adoption”

VU Amsterdam, February 2022  
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

“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

“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 work-  
 shop*, 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:

2024 ASSA Meetings  
 2022 QME Conference

2022 UTD Bass Conference  
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, Area Editor 2022-present)  
Marketing Science (2022-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, 2022-2023

### Ad-Hoc Referee:

#### Marketing and Business:

Management Science  
Marketing Letters  
International Journal of Marketing Research  
Agribusiness

#### Economics:

Econometrica  
American Economic Review  
Review of Economics and Statistics  
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 the European Economic Association  
Journal of Health Economics  
Health Economics  
Journal of Public Economics



American Journal of Health Economics  
 Agricultural Economics, Journal of Economic Psychology

Other:

Science  
 Proceedings of the National Academy of Sciences  
 Energy Journal

Other External Service:

QME Dick Wittink Prize Committee, 2023  
 PREDOC member & research subcommittee, 2021-present  
 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  
 Ad-Hoc Reviewer for Strategic Management Society  
 Expert Panelist for FDA

NYU Service:

Stern Doctoral Program Review Committee, 2022-present  
 Stern Vice Dean Advisory Group, 2021-present  
 Stern Academic Director of Doctoral Education, 2021-present  
 Club speaker (multiple MBA clubs), 2021-present  
 NYU Doctoral Affairs Committee, 2021-present  
 Academic Assessment Council, 2021-present  
 Invited lecturer MBA admit weekend, 2023  
 Marketing department quantitative faculty recruitment committee chair, 2022  
 Stern School Faculty Council, fall 2021  
 Marketing chair advisory group, 2019-2021  
 Marketing group PhD coordinator, 2019-2021  
 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  
Marketing Science Institute  
Association of Consumer Research  
Society for Consumer Psychology