BRYAN BOLLINGER

Dartmouth Tuck School of Business
100 Tuck Hall Hanover, NH 03755-9000
bryan.k.bollinger@tuck.dartmouth.edu

ACADEMIC APPOINTMENTS

Dartmouth Tuck School of Business, Hanover, NH
Professor of Marketing and Economic Policy, 2025-present

NYU Stern School of Business, New York, NY
Professor of Marketing, 2023-2025
George A. Kellner Faculty Fellow, 2021-2025
Academic Director of Doctoral Education, 2021-2025
Department Affiliations: Economics, 2022-2025
Associate Professor of Marketing, 2019-2023

University of Canterbury, Christchurch, New Zealand
Erskine Fellow, spring 2025

Stanford Graduate School of Business, Stanford, CA
Distinguished Visiting Scholar, spring 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, Levin Zhu, and Randi Kronthal-Sacco (2025). "Sustainable Product Profit Potential and Availability". *Journal of Marketing*, accepted.
- Bollinger, Bryan, Ken Gillingham, Stefan Lamp, and Tsvetan Tsvetanov (2024). "Promotional Campaign Duration and Word-of-Mouth in Solar Panel Adoption". *Marketing Science*, 43(5): 1132-1148. *Gary Lilien Practice Prize finalist.*

- Bollinger, Bryan, Ulrich Doraszelski, Kenneth Judd, and Ryan McDevitt (2024), "The Timing and Location of Entry in Growing Markets: Subgame Perfection at Work." *The RAND Journal of Economics*, 55(2): 169-198.
- Bollinger, Bryan and Steven Sexton (2023). "Local Excise Taxes, Sticky Prices, and Spillovers: Evidence from Soda Taxes. " *Quantitative Marketing and Economics*, 21(2): 281-331.
- Bollinger, Bryan, Karen Winterich, Rebecca Reczek (2023). "Reducing Emissions across the Consumption Cycle and an Agenda for Future Research on Consumers and Climate Change: Introduction to the Special Issue on Climate Change". *Journal of the Association of Consumer Research*, 8(3): 237-242.
- 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*, 8(3): 290-300.
- 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.
  2021 Finalist, Management Science best paper award (marketing department)
- 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*, 5(3), 302-310.
- Bollinger, Bryan and Wesley Hartmann (2020). "Information versus Automation and Implications for Dynamic Pricing." *Management Science*, 66(1): 290-314).
  2020 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. 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

- Xu, Jiaming, Bryan Bollinger, and Raluca Ursu. "The Impact of Product Location Changes on Habits, Search, and Purchase Decisions".
- Xu, Jiaming, Tulin Erdem, and Runshan Fu. "An Explainable and Theory-Driven Deep Learning Architecture for Consumer Search and Consideration Sets".
- Bollinger, Bryan, Naim Darghouth, Kenneth Gillingham, and Andres Gonzalez-Lira. "Valuing Technology Complementarities: Rooftop Solar and Energy Storage".
- Gerarden, Todd, Bryan Bollinger, Ken Gillingham, and Daniel Xu."Strategic Avoidance and Welfare Impacts of U.S. Solar Panel Tariffs".
- Bollinger, Bryan, Ken Gillingham, and Justin Kirkpatrick. "Valuing Solar Subsidies".
- Bollinger, Bryan and Kenneth Gillingham. "Learning by Doing in Solar Photovoltaic Installations" .
- Bollinger, Bryan, Kenneth Gillingham and Stefan Lamp. "Equilibrium Effects of Competition on Solar Photovoltaic Demand and Pricing".

WORK IN PROGRESS

- "Loyalty in Sustainable Product Choice" with Levin Zhu and Randi Kronthal-Sacco.
- "Solar PV and Electric Vehicle Complementarities", with Kenneth Gillingham and Asa Watten.
- "Place Attachment and Green Energy Technology Adoption", with Kenneth Gillingham, Hal Hershfield, Christopher Pike, and Asa Watten.
- "Nature Exposure, Local Warming, and Sustainable Consumption: Examining The Role of Nature Connectedness on Sustainable Behavior" with Emma Gu, Uma Karmarkar, Levin Zhu, Randi Kronthal-Sacco, and Steve Zhang.

PHD STUDENT COMMITTEES AND POST-DOCTORAL STUDENTS

Current:

Steve (Shitai) Zhang (NYU)

Former:

NYU:

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

Duke:

Levin Zhu (University of Hawai'i)
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):

Asa Watten (Electric Power Research Institute)
Andres Gonzalez (Pontificia Universidad Catolica de Chile)
Marten Ovaere (Ghent University)
Stefan Lamp (Toulouse School of Economics, Economics Post-doc)
Tsvetan Tsvetanov (University of Kansas, Economics)

HONORS AND AWARDS

- MSI Academic Fellow, 2024-present (2024-present)
- University of Canterbury Erskine Fellow, 2024 (visit in 2025)
- Stanford University Distinguished Visiting Scholar, 2023
- Marketing Science Institute Scholar, 2023
- George A. Kellner Faculty Fellow, 2021-present
- 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

GRANTS

- NYU Stern Center for Sustainable Business research grant (with PhD student Steve Zhang), 2024
- DOE Solar Energy Evolution and Diffusion Studies III (SEEDS III) grant ($1.64MM, Yale University, PI for the NYU sub-award , 7/1/2021 - 6/30/2025)
- 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)

TEACHING ACTIVITIES

University of Canterbury

"Marketing and Strategic Intelligence" (MBA), spring 2025

"Promotion of Social Goods and Systems" (MBA), spring 2025

New York University Stern School of Business

"Marketing and Sustainability" (MBA and Executive MBA), fall 2020-fall 2024

"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

"Valuing Solar Subsidies"

Northeast Workshop on Energy Policy and Environmental Economics , May 2025
University of Rochester, September 2024
Dartmouth Tuck School of Business, August 2024
Virtual Quantitative Marketing Seminar, March 2024
IO+, University of Chicago, September 2023
UNC, September 2023
Carnegie Mellon, May 2023
Cornell Sustainable Environment, Energy, and Resource Economics seminar, October 2022

"The Economics of Solar Diffusion"
University of Canterbury, March 2025
NYU Stern school-wide faculty seminar, January 2023

"The Impact of Product Location Changes on Habits, Search, and Purchase Decisions"
University of Hawai'i, April 2025
Temple University, November 2024
KU Leuven Retailing Camp, March 2024
Tilburg University research seminar, March 2024
University of Groningen seminar, March 2024

"Strategic Avoidance and Welfare Impacts of U.S. Solar Panel Tariffs"
Dartmouth Tuck School of Business (International Economics Seminar), April 2024
Marketing for Environmental Sustainability, Stanford, December 2023
Stern IO Day, September 2022
Marketing Science, June 2022

"Valuing Technology Complementarities: Rooftop Solar and Energy Storage"
University of British Columbia, January 2025
University of Chicago, January 2025
MIT Center for Energy and Environmental Policy Research (CEEPR), May 2024
European Quantitative Marketing Seminar, April 2024
University of California Berkeley, January 2024
Marketing Science, June 2023

"Nature Exposure, Local Warming, and Sustainable Consumption: Examining The Role of Nature Connectedness on Sustainable Behavior"
Georgetown, April 2024
University of Southern California, February 2024

"Sustainable Product Profit Potential and Availability"
Marketing Science Conference, June 2025
Virtual Quantitative Marketing Seminar, April 2024
Marketing Modelers Conference, May 2023
Marketing for Environmental Sustainability, Stanford, January 2023
Cornell Marketing camp, October 2022
Temple University, March 2022
Indian Institute of Management Bangalore, May 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^2*: 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
Ottowa - with Ottawa Public Health, City Hall Council Chamber
Halifax - Dalhousie University

Invited Discussant or Moderator:

2025 ASSA Meetings (declined)

2024 ASSA Meetings (declined)

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)

Marketing Science (2022-present)

Journal of Consumer Research (2021-present)

Journal of Sustainable Marketing (2023-present)

Journal of Marketing (2018-2024, Area Editor 2022-2025)

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, 2025
MSI Scholars Conference Senior Academic, 2025
MSI Leadership Committee, 2024-present
2024 ISMS Doctoral Dissertation Award Committee, 2024
Marketing for Environmental Sustainability conference organizer, 2023
QME Dick Wittink Prize Committee, 2023
PREDOC member & research subcommittee, 2021
QME Conference program committee, 2021
MSI's 2020 Alden G. Clayton doctoral dissertation proposal prize committee, 2020
QME Conference program reviewer, 2020
The Advanced Research Techniques Forum program committee, 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

Dartmouth Service:

Tuck Academic Honor Committee 2025-present
Tuck Strategy Committee 2025-present

NYU Service:

NYU Climate Change Initiative working group member, 2024-2025
Stern Vice Dean Advisory Group, 2021-2025
Stern Academic Director of Doctoral Education, 2021-2025
Marketing chair advisory group, 2019-2021, 2023-2025
Promotion committees, 2020-2025
Club speaker (multiple MBA clubs), 2021-2025
NYU Doctoral Affairs Committee, 2021-2025
Center for Sustainable Business Faculty Advisory Council, 2022-2025
Emissions Accounting to Accelerate Decarbonization conference panelist, 2024
Reporting and meetings for MSCHE accreditation, 2023-2024
Reporting and meetings for AACSB accreditation, 2023-2024
Faculty recruiting 2011-2013, 2019, 2022 (committee chair), 2023
Taught mock class for admitted MBA students, 2023, 2024
Stern Abu Dhabi faculty recruiting 2023
Stern Doctoral Program Review Committee, 2022-2023
Stern School Faculty Council, fall 2021
Marketing group PhD coordinator, 2019-2021
A-journal list committee, 2020
NYU leadership summit attendee, 2019
PhD committee member 2011-2014

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