

BRYAN BOLLINGER

Duke Fuqua School of Business
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ACADEMIC APPOINTMENTS

Duke Fuqua School of Business, Durham, NC, 2014-present
NYU Stern School of Business, New York, NY, 2011-2014

EDUCATION

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

Stanford University, Stanford, CA, 2006-present
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
Marketing mix effectiveness
Peer/network effects and spillovers
The dissemination and diffusion of information
Sustainability marketing and ethical consumerism
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

PUBLISHED

‘Calorie Posting in Chain Restaurants’ with Phillip Leslie and Alan Sorensen (2011, *American Economic Journal: Economic Policy*, 3(1))

‘Peer Effects in the Diffusion of Solar Photovoltaic Panels’ with Kenneth Gillingham (2012, *Marketing Science*, 31(6): 900-912)

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

‘Predicting Advertising Success Beyond Traditional Measures: New Insights from Neurophysiological Methods and Market Response Modeling,’ with Vinod Venkatraman, Angelika Dimoka, Paul A. Pavlou, Khoi Vo, William Hampton, Hal E. Hershfield, Masakazu Ishihara, and Russell S. Winer (2015, *Journal of Marketing Research*, 52(4): 436-452)

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

WORKING PAPERS

- 'Learning by Doing in Solar Photovoltaic Installations' with Kenneth Gillingham
- 'Welfare Effects of Home Automation Technology with Dynamic Pricing' with Wesley Hartmann
- 'Risk Transfer versus Cost Reduction on Two-Sided Micro-finance Platforms' with Song Yao
- 'Social Learning and Solar Photovoltaic Adoption: Evidence From a Field Experiment' with Ken Gillingham and Hilary Staver
- 'Structural Analysis of Multi-Channel Demand' with Scott Shriver
- 'Grassroots Marketing and Environmental Pro-Social Behavior' with Kenneth Gillingham
- 'The Effect of Sales Duration and Group Buys on WOM and Durable Good Adoption: The Case of Solarize CT' with Ken Gillingham and Tsvetan Tsvetanov

WORK IN PROGRESS

- 'Measuring Asymmetric Persistence and Interaction Effects of Media Exposures Across Platforms,' with Michael Cohen and Lai Jiang
- 'Green Technology Adoption and Advertising'
- 'Peer Effects in Outdoor Water Conservation with Ken Gillingham and Jesse Burkhardt
- 'Nutritional Labeling and Consumer Purchases' with Eli Liebman, Erin Hoban, and David Hammond

GRANTS

- 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

- American Marketing Association, Sheth Foundation Doctoral Consortium Faculty Fellow, 2014
- Marketing Science Doctoral Consortium Faculty Fellow, 2013
- Marketing Science Doctoral Consortium Faculty Fellow, 2012
- 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” (Executive MBA), spring 2015-present

“Global Marketing: Strategy and Tactics” (Executive MBA), winter 2016-present

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

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

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

‘Learning by Doing in Solar Photovoltaic Panel Installations,’

Econometric Society World Congress 20, July 2015

Marketing Dynamics Conference, August 2014

New Science of Soft Costs workshop, SunShot Summit, May 2014

Wharton, October 2013

Duke Fuqua, September 2013

Marketing Science Conference, July 2013

‘Welfare Effects of Home Automation Technology with Dynamic Pricing’

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

‘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

Ad-Hoc Referee:

Business/Marketing:

Management Science, Marketing Science, Quantitative Marketing and Economics, Journal of Marketing Research, Journal of Marketing, Marketing Letters, International Journal of Marketing Research, Agribusiness

Economics:

The RAND Journal of Economics, International Journal of Industrial Organization, Journal of Applied Econometrics, American Economic Journal: Economic Policy, 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

AE for 2017 Winter AMA conference

Ad-Hoc Reviewer for Department of Energy, Strategic Management Society

Expert Panelist for FDA

Memberships:

American Marketing Association
INFORMS

American Economic Association
The Econometric Society