

## **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/ACCEPTED**

‘Variety-Seeking Varies by Time-of-Day’ with Kelley Gullo, Jordan Etkin and Jonah Berger (conditionally accepted at Journal of Consumer Research)

‘Risk Transfer versus Cost Reduction on Two-Sided Micro-finance Platforms’ with Song Yao (forthcoming at Quantitative Marketing and Economics)

‘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)

'Shoppers' Response to an On-Shelf Nutrition Labelling System in Supermarkets: Evidence to Inform Policy and Practice' with Erin Hobin, Eli Sellinger-Liebman, Jocelyn Sacco, Fei Zuo, Laura Rosella, Mary Labbe, Heather Manson, Lana Vanderlee, and David Hammond (2017, *Milbank Quarterly* 95(3): 494-534)

'How Context Affects Choice' with Raphael Thomadsen, Robert Rooderkerk, On Amir, Neeraj Arora, Kasten Hansen, Leslie John, Wendy Liu, Aner Sela, Vishal Singh, K. Sudhir, and Wendy Wood (2018, *Customer Needs and Solutions* 5(1-2): 3-14)

## WORKING PAPERS

'Learning by Doing in Solar Photovoltaic Installations' with Kenneth Gillingham

'Information versus Automation and Implications for Dynamic Pricing' with Wesley Hartmann

'Social Learning and Solar Photovoltaic Adoption: Evidence From a Field Experiment' with Ken Gillingham

'Structural Analysis of Multi-Channel Demand' with Scott Shriver

'Positive Complementarities When Leveraging Norms in Social Interactions-Based Marketing' with Kenneth Gillingham

'Equilibrium Effects of Competition on Solar Photovoltaic Demand and Pricing' with Kenneth Gillingham and Stefan Lamp

'Local Excise Taxes, Sticky Prices, and Spillovers: Evidence from Berkeley's Soda Tax' with Steven Sexton

'Peer Effects in Water Conservation: Evidence from Consumer Migration' with Ken Gillingham and Jesse Burkhardt

'Credibility-Enhancing Displays Promote the Provision of a Non-Normative Public Good' with Gordon Craft-Todd, Stefan Lamp, David Rand, and Ken Gillingham

'Word-of-Mouth and Installed Base Effects in Durable Good Adoption' with Ken Gillingham, Stefan Lamp, and Tsvetan Tsvetanov

## WORK IN PROGRESS

'Estimating Heterogeneous Treatment Effects with Pre-Treatment Panel Data' with Wes Hartmann

'Do Educational, Promotional Campaigns for Nutritional Labelling Systems Work?' with Erin Hobin, Eli Sellinger-Liebman, Jocelyn Sacco, and David Hammond

'Household Discount Rates and Net Energy Metering: Incentives for Rooftop Solar Adoption' with Ken Gillingham, Steve Sexton, and Justin Kirpatrick

'Visibility and Peer Effects in Solar Adoption' with Ken Gillingham, Steve Sexton, and Justin Kirpatrick

'Spatial Competition in Growing Markets: A Dynamic Model of Entry' with Ulrich Doraszelski and

Ryan McDevitt

‘Seasonal Latent Segments in the US Video Game Market’ with Minjung Kwon and Masakazu Ishihara

## GRANTS

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

Marketing Science Institute Young Scholar, 2017  
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” (Full Time MBA), fall 2017-present  
“Marketing Management” (Executive MBA), spring 2015-spring 2016  
“Global Marketing: Strategy and Tactics” (Executive MBA), winter 2016

### **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**

'Equilibrium Effects of Competition on Solar Photovoltaic Demand and Pricing'  
*Summer Institute in Competitive Strategy, UC Berkeley, June 2017*

'Peer Effects in Conspicuous Conservation: Evidence from Consumer Migration'  
Kellogg, May 2017  
UCLA, May 2017  
*Stanford Alumni Conference, August 2017*

'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*

'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**

Editorial Review Boards:

Journal of Marketing Research

Quantitative Marketing and Economics

Journal of Marketing

Ad-Hoc Referee:

Business/Marketing:

Management Science, Marketing Science, Quantitative Marketing and Economics, Journal of Marketing Research, Journal of Consumer 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