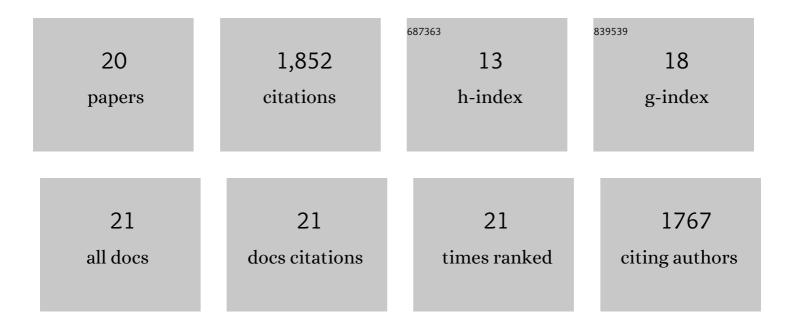
Bryan Bollinger

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/1723326/publications.pdf Version: 2024-02-01



#	Article	IF	CITATIONS
1	Peer Effects in the Diffusion of Solar Photovoltaic Panels. Marketing Science, 2012, 31, 900-912.	4.1	673
2	Predicting Advertising success beyond Traditional Measures: New Insights from Neurophysiological Methods and Market Response Modeling. Journal of Marketing Research, 2015, 52, 436-452.	4.8	348
3	Calorie Posting in Chain Restaurants. American Economic Journal: Economic Policy, 2011, 3, 91-128.	3.1	322
4	BYOB: How Bringing Your Own Shopping Bags Leads to Treating Yourself and the Environment. Journal of Marketing, 2015, 79, 1-15.	11.3	84
5	Credibility-enhancing displays promote the provision of non-normative public goods. Nature, 2018, 563, 245-248.	27.8	76
6	Does Time of Day Affect Variety-Seeking?. Journal of Consumer Research, 2019, 46, 20-35.	5.1	51
7	Consumers' Response to an Onâ€Shelf Nutrition Labelling System in Supermarkets: Evidence to Inform Policy and Practice. Milbank Quarterly, 2017, 95, 494-534.	4.4	46
8	Green technology adoption: An empirical study of the Southern California garment cleaning industry. Quantitative Marketing and Economics, 2015, 13, 319-358.	1.5	38
9	How can machine learning aid behavioral marketing research?. Marketing Letters, 2020, 31, 361-370.	2.9	30
10	Social Learning and Solar Photovoltaic Adoption. Management Science, 2021, 67, 7091-7112.	4.1	30
11	Information vs. Automation and Implications for Dynamic Pricing. Management Science, 2020, 66, 290-314.	4.1	28
12	How Context Affects Choice. Customer Needs and Solutions, 2018, 5, 3-14.	0.8	27
13	Peer Effects in Residential Water Conservation: Evidence from Migration. American Economic Journal: Economic Policy, 2020, 12, 107-133.	3.1	20
14	Visibility and Peer Influence in Durable Good Adoption. Marketing Science, 2022, 41, 453-476.	4.1	20
15	Field experimental evidence shows that self-interest attracts more sunlight. Proceedings of the National Academy of Sciences of the United States of America, 2020, 117, 20503-20510.	7.1	18
16	Demand Expansion and Cannibalization Effects from Retail Store Entry: A Structural Analysis of Multichannel Demand. Management Science, 2022, 68, 8829-8856.	4.1	13
17	Risk transfer versus cost reduction on two-sided microfinance platforms. Quantitative Marketing and Economics, 2018, 16, 251-287.	1.5	12
18	Educational Campaigns for Product Labels: Evidence from On-Shelf Nutritional Labeling. Journal of Marketing Research, 2022, 59, 153-172.	4.8	12

#	Article	IF	CITATIONS
19	Promotional Campaign Duration and Word-of-Mouth in Durable Good Adoption. SSRN Electronic Journal, 0, , .	0.4	3
20	Social Learning and Solar Photovoltaic Adoption. SSRN Electronic Journal, 0, , .	0.4	1