

Bryan Bollinger

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1723326/publications.pdf>

Version: 2024-02-01

20
papers

1,852
citations

687363

13
h-index

839539

18
g-index

21
all docs

21
docs citations

21
times ranked

1767
citing authors

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