

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 | Educational Campaigns for Product Labels: Evidence from On-Shelf Nutritional Labeling. <i>Journal of Marketing Research</i> , 2022, 59, 153-172. | 4.8 | 12 |
| 2 | Visibility and Peer Influence in Durable Good Adoption. <i>Marketing Science</i> , 2022, 41, 453-476. | 4.1 | 20 |
| 3 | 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 |
| 4 | Social Learning and Solar Photovoltaic Adoption. <i>Management Science</i> , 2021, 67, 7091-7112. | 4.1 | 30 |
| 5 | Information vs. Automation and Implications for Dynamic Pricing. <i>Management Science</i> , 2020, 66, 290-314. | 4.1 | 28 |
| 6 | How can machine learning aid behavioral marketing research?. <i>Marketing Letters</i> , 2020, 31, 361-370. | 2.9 | 30 |
| 7 | 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 |
| 8 | Peer Effects in Residential Water Conservation: Evidence from Migration. <i>American Economic Journal: Economic Policy</i> , 2020, 12, 107-133. | 3.1 | 20 |
| 9 | Does Time of Day Affect Variety-Seeking?. <i>Journal of Consumer Research</i> , 2019, 46, 20-35. | 5.1 | 51 |
| 10 | How Context Affects Choice. <i>Customer Needs and Solutions</i> , 2018, 5, 3-14. | 0.8 | 27 |
| 11 | Credibility-enhancing displays promote the provision of non-normative public goods. <i>Nature</i> , 2018, 563, 245-248. | 27.8 | 76 |
| 12 | Risk transfer versus cost reduction on two-sided microfinance platforms. <i>Quantitative Marketing and Economics</i> , 2018, 16, 251-287. | 1.5 | 12 |
| 13 | 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 |
| 14 | 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 |
| 15 | 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 |
| 16 | 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 |
| 17 | Peer Effects in the Diffusion of Solar Photovoltaic Panels. <i>Marketing Science</i> , 2012, 31, 900-912. | 4.1 | 673 |
| 18 | Calorie Posting in Chain Restaurants. <i>American Economic Journal: Economic Policy</i> , 2011, 3, 91-128. | 3.1 | 322 |

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