

# Drew Van Kuiken

Department of Economics  
University of North Carolina - Chapel Hill

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## Education

- Ph.D. Economics  
University of North Carolina - Chapel Hill, 2026 (expected)  
Field: Industrial Organization, Advisor: Jon Williams
- B.A. Economics, Government  
Bowdoin College, 2017

## Research Interests

Industrial Organization, Environmental Economics, Economics of Innovation

## Research

“Should I Stay or Should I Go? An Empirical Analysis of Consumer Behavior Using Airline Web-Traffic Data” with Alex Marsh, Garrett Scott, and Jon Williams. *Conditionally accepted at Economics of Transportation*

**Abstract:** We analyze consumer search and purchase behavior in response to airline revenue-management practices using data from a major carrier’s website and Google Flights. We first describe patterns in search timing, purchase decisions, and paid fares. Then we estimate a multinomial logistic regression to identify factors driving search timing, finding that single adults with loyalty status, especially booking one-way nonstop itineraries, tend to search closer to departure. Next, we use a binary logistic model of conversions of searches to sales, showing that competitors’ prices and changing customer composition explain rising conversion probabilities as departure nears. Finally, using a fixed-effects regression, we reveal how search and booking patterns affect prices paid. Late-arriving travelers, particularly single adults with loyalty status, pay substantially more, consistent with the airline’s pricing strategies that segment more inelastic customers. Overall, our findings underscore how revenue-management, competitor fares, and consumer characteristics jointly shape online search and purchase behavior.

“Product Quality and Consolidation” with Nate Miller, Nick Rupp, and Jon Williams

## Teaching Experience

- Professor ECON 370: Economic Applications of Data Science. Fall 2024.
- TA ECON 410: Intermediate Microeconomics. Fall 2023.

## Conferences

Southern Economic Association (2023, 2024)

## Awards

- 2025 Center for Regulatory and Industry Studies, Summer Fellowship
- 2024 Center for Regulatory and Industry Studies, Summer Fellowship
- 2023 Robert E. Gallman Graduate Student Scholarship, UNC Department of Economics
- 2021–26 UNC Graduate Economics Fellowship

## Technical Skills

Matlab, Python, R, Stata

## Service

UNC Economics Graduate Student Association Co-President (2023-2024)