

Drew Van Kuiken

Department of Economics
University of North Carolina - Chapel Hill

drew.van.kuiken@unc.edu
+1 973 525 7242
drewvankuiken.github.io

Education

- Ph.D. Economics
 University of North Carolina - Chapel Hill, 2027 (expected)
 Field: Industrial Organization, Advisors: Jon Williams, Andy Yates
- B.A. Economics, Government
 Bowdoin College, 2017

Research Interests

Industrial Organization, Environmental Economics

Research

- “Free Riding the Decarbonization Wave? Energy Transmission Design and Inefficient Entry”
- “Product Quality and Consolidation” with Nate Miller, Nick Rupp, and Jon Williams
- “The Long and Short of Long- and Short-Duration Electricity Storage” with Alex Marsh, Hannah Rubinstein, Jon Williams, and Andy Yates
- “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. *Economics of Transportation*, 2025, Volume 43

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.

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); Co-Founder, Co-Organizer,
UNC IO Reading Group (2024-)