

# Steven L. Puller

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Department of Economics  
Texas A&M University

[puller@econmail.tamu.edu](mailto:puller@econmail.tamu.edu)  
<https://sites.google.com/site/stevepuller/>

## CURRENT APPOINTMENTS

2017 - present Professor, Department of Economics, Texas A&M University  
PERC Professor in Free Enterprise (2015-present)  
2010 - present Research Associate, National Bureau of Economic Research  
2016 - present Research Affiliate, International Growth Centre  
2015 - present Faculty Affiliate, The E2e Project  
2014 - present Adjunct Professor, Bush School of Government and Public Service

## PREVIOUS APPOINTMENTS

2011 - 2012 Co-editor, *BE Journal of Economic Analysis and Policy*  
2009 - 2010 Faculty Research Fellow, National Bureau of Economic Research  
2008 - 2017 Associate Professor, Department of Economics, Texas A&M University  
2001 - 2008 Assistant Professor, Department of Economics, Texas A&M University  
2003 Visiting Research Associate, University of California Energy Institute

## EDUCATION

2001 Ph.D. in Economics, University of California at Berkeley  
1993 A.B. in Economics, University of Chicago

## RESEARCH FIELDS

Industrial Organization, Public Economics, Energy Economics, Regulation

## WORKING PAPERS

“The Vicious Circle of Bill Payment and Power Outages in Developing Economies” with James Dzansi, Brittany Street, and Belinda Yebuah-Dwamena, May 2021.  
“Not All Nudges are Created Equal: Comparing Social and Pure Informational Nudges”, with Jose Pellerano, Michael Price, and Gonzalo Sanchez, February 2022.  
“Does Scarcity Drive Intra-Route Price Dispersion in Airlines?” with Anirban Sengupta and Steve Wiggins, July 2020.

## JOURNAL ARTICLES

“Mandatory Energy Efficiency Disclosure in Housing Markets”, with Erica Myers and Jeremy West, *American Economic Journal: Economic Policy*, 14(4):453-487, November 2022, .  
“Disbursing Emergency Relief through Utilities: Evidence from Ghana”, with Susanna Berkouwer, Pierre Biscaye, and Catherine D. Wolfram, *Journal of Development Economics*, May 2022.  
“Does Strategic Ability Affect Efficiency? Evidence from Electricity Markets”, with Fernando Luco, Ali Hortacsu, and Dongni Zhu, *American Economic Review*, 109(12):4302-4342, December 2019.  
“Power to Choose? An Analysis of Consumer Inertia in the Residential Electricity Market” with Ali Hortacsu and Seyed Ali Madanizadeh, *American Economic Journal: Economic Policy*, 9(4):192-226, November 2017.  
“Cash for Corollas: When Stimulus Reduces Spending” with Mark Hoekstra and Jeremy West, *American Economic Journal: Applied Economics*, 9(3):1-35, July 2017.

“Do Extrinsic Incentives Undermine Social Norms? Evidence from a Field Experiment in Energy Conservation”, with Jose Pellerano, Michael Price, and Gonzalo Sanchez, *Environmental and Resource Economics*, 67(3):413-428, July 2017.

“Vehicle Miles (Not) Traveled: Fuel Economy Requirements, Vehicle Characteristics, and Household Driving” with Jeremy West, Mark Hoekstra, and Jonathan Meer, *Journal of Public Economics*, 145: 65-81, January 2017.

“Efficient Retail Pricing in Electricity and Natural Gas Markets”, with Jeremy West, *American Economic Review: Papers and Proceedings*, 103(3): 350-355, May 2013.

“Price Discrimination by Day-of-Week of Purchase: Evidence from the U.S. Airline Industry” with Lisa M. Taylor, *Journal of Economic Behavior and Organization*, 84: 801-812, 2012.

“Do More Diverse Environments Increase the Diversity of Subsequent Interaction? Evidence from Random Dorm Assignment” with Sara Baker and Adalbert Mayer, *Economics Letters*, 110(2): 110-112, February 2011.

“Estimation of Competitive Conduct When Firms Are Efficiently Colluding: Addressing the Courts Critique”, *Applied Economics Letters*, 16: 1497-1500, 2009.

“Understanding Strategic Bidding in Multi-Unit Auctions: A Case Study of the Texas Electricity Spot Market” with Ali Hortacsu, *RAND Journal of Economics*, 39(1): 86-114, Spring 2008.

“The Effect of Auction Format on Efficiency and Revenue in Divisible Goods Auctions: A Test Using Korean Treasury Auctions” with Boo-Sung Kang, *Journal of Industrial Economics*, 56(2): 290-332, June 2008.

“The Old Boy (and Girl) Network: Social Network Formation on University Campuses” with Adalbert Mayer, *Journal of Public Economics*, 92: 329-347, February 2008.

“The Effects of Government Transfers on Monthly Cycles in Drug Abuse, Hospitalization and Mortality” with Carlos Dobkin, *Journal of Public Economics*, 91: 2137-2157, December 2007.

“Pricing and Firm Conduct in California’s Deregulated Electricity Market”, *Review of Economics and Statistics*, 89(1): 75-87, February 2007.

“The Strategic Use of Innovation to Influence Regulatory Standards”, *Journal of Environmental Economics and Management*, 52: 690-706, November 2006.

“Household Adjustment to Gasoline Price Change: An Analysis Using Nine Years of U.S. Survey Data” with Lorna Greening, *Energy Economics*, 21: 37-52, 1999.

#### BOOK CHAPTERS

“A Primer on Electricity and the Economics of Deregulation” with James M. Griffin, *Electricity Deregulation: Choices and Challenges*, Griffin and Puller, eds., Chicago: University of Chicago Press, 2005.

“Competitive Performance of the ERCOT Wholesale Market” in *Electricity Restructuring: The Texas Story*, Kleit and Kiesling, eds., Washington, DC: AEI Press, 2009.

#### WORK-IN-PROGRESS

“The Economic Damages of Poor Voltage Quality”, with Susanna Berkouwer and Catherine Wolfram.

“Transportation as a Barrier to Education Access: Evidence from Chicago Public Schools”, with Cecilia Moreira and Ini Umosen.

“The Effect of Household Wealth on Educational Attainment: Evidence from the Fracking Boom”, with David Ripplinger and Brittany Street.

“Who Supports Pigou? Distributional Consequences of Pigouvian Taxes”, with Trent McNamara.

## GRANTS

NBER/NSF/DOT, 2021-2022, \$118K  
 USAID, 2020-2023, \$469K  
 NSF SES 1628864, 2016-2018, \$250K (co-PI with Fernando Luco)  
 London School of Economics International Growth Centre, 2017-2018, \$55K  
 NYSERDA, 2015-2018, \$97K (joint with Michael Price)  
 NSF I/UCRC TEC, 2013, \$20K (co-PI with Le Xie)  
 Texas A&M TOP (internal), 2012-2015, \$180K (co-PI with Le Xie and Robert Balog)  
 NSF I/UCRC PSERC, 2011-2013, \$210K (co-PI with Le Xie)  
 NSF I/UCRC TEC, 2011-2012, \$80K (co-PI with Kara Kockelman)  
 University of Chicago Energy Initiative Grant, 2008-2009, \$30K (co-PI with Ali Hortacsu)  
 NSF I/UCRC PSERC, 2006-2009, \$120K (co-PI with Ross Baldick)  
 Robert Wood Johnson Foundation SAPRP Grant, 2004-2006, \$64K (co-PI with Carlos Dobkin)  
 Texas Advanced Research Program Grant, 2002-2004, \$48K (PI)  
 Economics Fellow in the Bush Program in the Economics of Public Policy, 2002  
 Doctoral Research Fellowship, California Public Utilities Commission, 2000-2001  
 Center for Regulatory Policy Research Grant, UC Berkeley, 1996-1998

## INTERDISCIPLINARY

“Quantifying Benefits of Demand Response and Look-Ahead Dispatch in Systems with Variable Resources”, with Le Xie, Marija Ilic and Shmuel Oren, PSERC Publication M-28, 2013.  
 “Multidisciplinary Experiential Learning for Power Engineers and Consumers in Smart Grid”, with Le Xie, June 2013.  
 “Who Responds to Electricity Prices? New Evidence on Demand Response by Large Customers”, with Cesar Cancho, July 2011.  
 “Tools for Assessment of Bidding into Electricity Auctions”, with Ross Baldick, PSERC Publication 8-24, 2008.

## SERVICE

Department Head, August 2020 - present.  
 Department Search Committee Chair, Academic Years 2010, 2011, 2012, 2013, 2018.  
 Co-organizer, Stata Texas Empirical Microeconomics Conference, 2011, 2012, 2015.  
 Organizer, Texas A&M Applied Micro Workshop, Academic Years 2008, 2009, 2018.  
 Departmental Executive Committee Member, Academic Years 2009, 2012, 2013, 2017, 2018.  
 Co-organizer, Bush School Conference on Electricity Deregulation, April 2003.  
 Co-editor, *Electricity Deregulation: Choices and Challenges*, with James Griffin, Chicago: University of Chicago Press, 2005.

## TEACHING

Best Graduate Professor, Texas A&M Department of Economics, 2015.

Association of Former Students College-Level Distinguished Achievement Award for Teaching, 2014.

Outstanding Undergraduate Instructor of the Year, Texas A&M Economics 2013.

Most Inspirational Teacher Award, Texas A&M Economics Society, 2012.

Outstanding Graduate Advisor of the Year, Texas A&M Department of Economics, 2011.

Student Led Award for Teaching Excellence (SLATE), Texas A&M University, Fall 2008.

Outstanding Graduate Student Instructor Award, UC Berkeley, 1998.

*Courses:*

Graduate Industrial Organization

Graduate Research Methods in Empirical Microeconomics

Energy Economics and Policy

Undergraduate Econometrics

Undergraduate Regulation and Antitrust

## PHD ADVISOR

Boosung Kang (United Nations)

Hailing Zhang (Brattle)

Thomas Martin (Federal Energy Regulatory Commission)

Cesar Cancho (World Bank)

Jian-Da Zhu (National Taiwan University)

Jeremy West (University of California at Santa Cruz)

Xin Tang (Amazon)

Dongni Zhu (Shanghai University of Finance and Economics)

Jonathan Scott (SUNY-Binghamton)

Ephraim Karsagi (KPMG)

Roberto Mosquera (Universidad de las Américas)

Trent McNamara (Abilene Christian University)

## MEDIA COVERAGE

“Mandatory Energy Efficiency Disclosure in Housing Markets”, *VoxEU*, November 2020.

“Fuel Economy Requirements and Household Driving”, *VoxEU*, July 2015.

“Do Greener Cars Lead Consumers to Hit the Road More Often?”, *The Conversation*, June 30, 2015.

“Did the Cash for Clunkers stimulus programme reduce new vehicle spending?” *VoxEU*, September 3, 2014.

“Cash for Clunkers: How bad public policy gets made”, *Boston Globe*, September 1, 2014.

“A Clunker of a Program”, *U.S. News & World Report*, August 14, 2014.

“True cost of Cash for Clunkers revealed”, *San Francisco Chronicle*, August 13, 2014.

“Putting cars into reverse”, *The Economist*, August 7, 2014.

“Stimulus for Clunkers”, *The Wall Street Journal*, August 6, 2014.

“Strangely, Fiscal Stimulus Can Be So Badly Designed That It Reduces Aggregate Spending”, *Forbes*, August 5, 2014.

“How to Save Money on Airfare”, *Wall Street Journal Blog*, January 31, 2013.

“Airlines Discount Tickets That Are Bought on Weekends”, *The Daily Stat-Harvard Business Review*, January 18, 2013.

## PRESENTATIONS IN RECENT YEARS

2015: AEA Annual Meeting, International Industrial Organization Conference, Meetings in Experimental Economic Research (MEER), EI at Haas Energy Camp, Colorado School of Mines, Cornell, U.S. Association of Energy Economics Annual Conference, London School of Economics International Growth Centre, Keynote at University of Sao Paulo Low-Carbon Markets Workshop, Latin American Workshop in Law and Economics

2016: University of Virginia, World Bank, BatesWhite Antitrust Conference, MIT CEEPR, Keynote at Mannheim Energy Conference, EI at Haas Energy Camp, Dartmouth College, University of Toronto, HEC Montreal, Ghana Ministry of Finance, Stata Texas Empirical Micro Conference

2017: AEA Annual Meetings, Utah State, NBER IO Program Meeting, POWER Conference, Indiana, Northwestern, Tilburg, EI at Haas Energy Camp, PERC Energy Workshop, Keynote at Executive Seminar on Philippine Power Industry, Penn (Wharton), Toulouse, Kansas State

2018: ITAM, University of Montreal, Asia Pacific IO Conference, USC, Penn State

2019: Columbia, Texas A&M Law School, Ghana Energy Commission, Berkeley Energy Camp, Yale, RWI Essen, Urban Economic Association, Alabama, APPAM, Southern Economic Association

2020: Arizona State

2021: AEA Annual Meetings, Carnegie-Mellon/University of Pittsburgh, Ateneo de Manila University, University of Mannheim

2022: Keynote at University of the Philippines ENERCON, University of Maryland AREC, NBER Economics of Transportation