

Zachary Nolan

Eller College of Management
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Employment

University of Arizona
Assistant Professor of Marketing, 2024-
Assistant Professor of Economics (by courtesy), 2024-

University of Delaware
Assistant Professor of Marketing, 2020-2023

Education

Ph.D. Duke University, 2020
Economics

B.A. & B.S. University of Florida, 2014
Economics (Summa Cum Laude) & Mathematics

Working Papers

1. Matthew McGranaghan and Zachary Nolan (2024) “Unwrapping the Effects of Gifted Subscriptions”
2. Brian McManus, Aviv Nevo, Zachary Nolan, and Jonathan Williams (2024) “Does Pricing of Internet Usage Steer Consumers or Meter Usage? Evidence from a Pricing Experiment”
3. Brian McManus, Aviv Nevo, Zachary Nolan, and Jonathan Williams (2024) “The Steering Incentives of Gatekeepers in the Telecommunications Industry”
4. Jacob Malone, Zachary Nolan, and Haoran Zhang (2023) “An Empirical Study of 2020-2022 Internet Engagement: COVID-19, Demographic Heterogeneity, and Policy Implications”
5. Zachary Nolan, Jonathan Williams, and Haoran Zhang (2023) “The Impact of Video Piracy on Content Producers and Distributors”

Publication

6. Jacob Malone, Aviv Nevo, Zachary Nolan, and Jonathan Williams, “[Is OTT Video a Substitute for TV? Policy Insights from Cord-Cutting](#)” Review of Economics and Statistics (2023) 105 (6): 1615–1623.

Selected Work In Progress

7. Matthew McGranaghan, Zachary Nolan, and Jonathan Williams “Television Advertising and Media Multitasking”
8. Matthew McGranaghan and Zachary Nolan “Digital Asset Pricing Models”

Conference Presentations and Invited Seminars

2024 UA/ASU Research Symposium, IIOC

2023 15th Digital Economics Conference (Toulouse School of Economics), IIOC, University of Arizona (Eller College of Management)

2022 Marketing Science, SEA Annual Meeting

2021 FCC Economic Seminars, SEA Annual Meeting

2019 ASSA Annual Meeting, IIOC, University of Rochester (Simon Graduate School of Business), University of Delaware (Alfred Lerner College of Business & Economics), SEA Annual Meeting

2018 NBER Summer Institute IT & Digitization, SEA Annual Meeting, NET Institute Conference (NYU Stern School of Business)

Teaching

University of Arizona

Marketing Research

University of Delaware

Marketing Analytics (2021-2023)