

Zachary Nolan

Eller College of Management
University of Arizona
1130 E Helen Street
Tucson, AZ 85721

Email: znolan@arizona.edu

URL: <https://zacharynolan.github.io>

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. 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” (revise and resubmit at The Review of Economics and Statistics).
2. Brian McManus, Aviv Nevo, Zachary Nolan, and Jonathan Williams (2024) “The Steering Incentives of Gatekeepers in the Telecommunications Industry”.
3. Matthew McGranaghan and Zachary Nolan (2024) “The Effects of Free Trials on User Behavior and Platform Outcomes” (preparing for submission).
4. Zachary Nolan, Jonathan Williams, and Haoran Zhang (2024) “The Impact of Video Piracy on Content Producers and Distributors” (preparing for submission).

Published Papers

5. Jacob Malone, Aviv Nevo, Zachary Nolan, and Jonathan Williams, “[Is OTT Video a Substitute for TV? Policy Insights from Cord-Cutting](#)” The Review of Economics and Statistics (2023) 105 (6): 1615–1623.
6. Jacob Malone, Zachary Nolan, and Haoran Zhang (2023) “Internet Engagement in the Remote Work Era: Insights from High-Frequency Household-Level Data” (forthcoming at The Review of Industrial Organization).

Conference Presentations and Invited Seminars

- 2025** Marketing Strategy Consortium (scheduled), Marketing Science (scheduled), SEA Annual Meeting (scheduled)
- 2024** ASU/UA Research Symposium, IIOC, TPRC52
- 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
- 2020** IIOC (cancelled)
- 2019** ASSA Annual Meeting, IIOC, University of Rochester (Simon Graduate School of Business), University of Delaware (Lerner College of Business & Economics), SEA Annual Meeting
- 2018** SEA Annual Meeting, NET Institute Conference

Teaching

University of Arizona

Marketing Research (Spring 2025)

University of Delaware

Marketing Analytics (Spring 2021, Fall 2021, Fall 2022, Fall 2023)