ZACHARY NOLAN

Department of Business Administration   E: znolan@udel.edu
Alfred Lerner College of Business & Economics   W: https://zacharynolan.github.io/
University of Delaware
115 Lerner Hall
20 Orchard Rd
Newark, DE 19716

ACADEMIC POSITIONS

University of Delaware, Department of Business Administration

Assistant Professor of Marketing, 2020–.

EDUCATION

Ph.D. Economics, Duke University, 2020.

B.A. Economics, *Summa Cum Laude*, University of Florida, 2014.

B.S. Mathematics, University of Florida, 2014.

RESEARCH FIELDS

Quantitative Marketing, Industrial Organization

PUBLISHED AND FORTHCOMING RESEARCH

1. Malone, J., A. Nevo, Z. Nolan, and J. Williams (2021). Is OTT Video a Substitute for TV? Policy Insights from Cord-Cutting. *Forthcoming at The Review of Economics and Statistics.*

WORKING PAPERS

2. The Steering Incentives of Gatekeepers in the Telecommunications Industry (with Brian McManus, Aviv Nevo, and Jonathan Williams). *Submitted.*

3. An Empirical Study of 2020-2022 Internet Engagement: COVID-19 Responses, Demographic Heterogeneity, and Policy Implications (with Jacob Malone and Haoran Zhang). *Submitted.*

4. The Impact of Video Piracy on Content Producers and Distributors (with Jonathan Williams and Haoran Zhang).

SELECTED RESEARCH IN PROGRESS

5. Television Advertising and Media Multitasking (with Matthew McGranaghan and Jonathan Williams).

6. The Implications of Usage-based Pricing in Telecommunications (with Brian McManus, Aviv Nevo, and Jonathan Williams).

7. Unwrapping the Effects of Gifted Subscriptions (with Matthew McGranaghan).

8. Digital Asset Pricing Models (with Matthew McGranaghan).

CONFERENCE PRESENTATIONS AND INVITED SEMINARS

2023 15th Digital Economics Conference (Toulouse School of Economics), IIOC

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)

TEACHING

University of Delaware

BUAD476/Marketing Analytics: Spring 2021, Fall 2021, Fall 2022

AWARDS & GRANTS

University of Delaware General University Research Grant, 2021, $15,000

NET Institute Summer Research Grant, 2019, $4,500

NET Institute Summer Research Grant, 2018, $4,500

May 2023