

ZACHARY NOLAN

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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, Empirical Industrial Organization

PUBLISHED AND FORTHCOMING PAPERS

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 Review of Economics and Statistics*.

WORKING PAPERS

2. The Steering Incentives of Gatekeepers in the Telecommunications Industry (with Brian McManus, Aviv Nevo, and Jon Williams). *Submitted*.
3. The Impact of Piracy: Evidence from Kodi Adoption (with Jon Williams and Haoran Zhang).

WORK IN PROGRESS

4. The Implications of Usage-based Pricing in Telecommunications (with Brian McManus, Aviv Nevo, and Jon Williams).
5. TV Advertising and Media Multitasking (with Matt McGranaghan and Jon Williams).
6. How did the COVID-19 Pandemic Change Internet Engagement? (with Jacob Malone and Haoran Zhang).

CONFERENCE PRESENTATIONS AND INVITED SEMINARS

2022 Marketing Science (virtual),

2021 FCC Economic Seminars (virtual), SEA Annual Meeting (Houston)

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

2018 NBER Summer Institute IT & Digitization (Boston), SEA Annual Meeting (Washington D.C.), 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, co-PI with Brian McManus, Aviv Nevo, and Jon Williams, 2018, \$4,500

SERVICE

Referee for *Journal of Industrial Economics*, *RAND Journal of Economics*.

June 2022