

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. 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" (under review).
2. Brian McManus, Aviv Nevo, Zachary Nolan, and Jonathan Williams (2024) "The Steering Incentives of Gatekeepers in the Telecommunications Industry" (under review).
3. Matthew McGranaghan and Zachary Nolan (2024) "Unwrapping the Effects of Gifted Free Trials".
4. Zachary Nolan, Jonathan Williams, and Haoran Zhang (2024) "The Impact of Video Piracy on Content Producers and Distributors".
5. Jacob Malone, Zachary Nolan, and Haoran Zhang (2023) "An Empirical Study of 2020-2022 Internet Engagement: COVID-19, Demographic Heterogeneity, and Policy Implications" (accepted at The Review of Industrial Organization).

Publication

6. 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.

Conference Presentations and Invited Seminars

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

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 (2025)

University of Delaware

Marketing Analytics (2021-2023)