

## TSVETAN G. TSVETANOV

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RePEc profile: [ideas.repec.org/e/pts94.html](https://ideas.repec.org/e/pts94.html)

### CURRENT POSITION

De-Min and Chin-Sha Wu Associate Professor 2022 - present  
University of Kansas, Department of Economics

### OTHER POSITIONS

Affiliated Faculty 2019 - present  
University of Kansas, Center for Environmental Policy

Affiliated Faculty 2017 - present  
University of Kansas, Center for Russian, East European and Eurasian Studies

Affiliated Faculty 2015 - present  
University of Kansas, Institute for Policy and Social Research

Affiliated Faculty 2015 - present  
University of Kansas, Environmental Studies Program

### PREVIOUS POSITIONS

Associate Professor 2021 - 2022  
University of Kansas, Department of Economics

Oswald Scholar 2015 - 2021  
University of Kansas, Department of Economics

Assistant Professor 2015 - 2021  
University of Kansas, Department of Economics

Postdoctoral Associate 2013 - 2015  
Yale University, School of Forestry and Environmental Studies

### EDUCATION

Ph.D., Agricultural and Resource Economics, University of Connecticut, 2013  
*Dissertation*: "Three Essays on Energy Efficiency and Climate Change"  
*Advisor*: Kathleen Segerson

M.S., Agricultural and Resource Economics, University of Connecticut, 2010

M.A., Economics, Columbia University, 2008

B.A., Economics and German Studies (*Magna Cum Laude*), Vassar College, 2006

### RESEARCH AREAS

Environmental and resource economics, energy economics, applied microeconomics, behavioral economics

### PUBLISHED WORK

Bollinger, B., K. Gillingham, S. Lamp, and **T. Tsvetanov** (forthcoming). "Promotional Campaign Duration and Word of Mouth in Solar Panel Adoption," *Marketing Science*, doi: 10.1287/mksc.2022.0243.

**Tsvetanov, T.** (forthcoming). "Demand for a 'Smart' Add-On: The Case of In-Home Displays," *Applied Economics Letters*, doi: 10.1080/13504851.2023.2291093.

**Tsvetanov, T.** (2024). "Tax Holidays and the Heterogeneous Pass-Through of Gasoline Taxes," *Energy Economics*, 136: doi: 10.1016/j.eneco.2024.107682.

**Tsvetanov, T.** (2022). "The Detering Effect of Monetary Costs on Smart Meter Adoption," *Applied Energy*, 318: doi: 10.1016/j.apenergy.2022.119247.

- Tsvetanov, T.** and S. Slaria (2021). “The Effect of the Colonial Pipeline Shutdown on Gasoline Prices,” *Economics Letters*, 209: doi: 10.1016/j.econlet.2021.110122.
- Tsvetanov, T.**, T. Miceli, and K. Segerson (2021). “Products Liability with Temptation Bias,” *Journal of Economic Behavior and Organization*, 186: 76-93.
- Yuan, Y., H. Duan, and **T. Tsvetanov** (2020). “Synergizing China’s Energy and Carbon Mitigation Goals: General Equilibrium Modeling and Policy Assessment,” *Energy Economics*, 89: doi: 10.1016/j.eneco.2020.104787.
- Tsvetanov, T.** and D. Earnhart (2020). “The Effectiveness of a Water Right Retirement Program at Conserving Water,” *Land Economics*, 96(1): 56-74.
- Hayden, H. and **T. Tsvetanov** (2019). “The Effectiveness of Urban Irrigation Day Restrictions in California,” *Water Economics and Policy*, 5(3): doi: 10.1142/S2382624X19500012.
- Tsvetanov, T.** (2019). “When the Carrot Goes Bad: The Effect of Solar Rebate Uncertainty,” *Energy Economics*, 81: 886-898.
- Gillingham, K. and **T. Tsvetanov** (2019). “Hurdles and Steps: Estimating Demand for Solar Photovoltaics,” *Quantitative Economics*, 10(1): 275-310.
- Du, Y., B. Song, H. Duan, **T. Tsvetanov**, and Y. Wu (2019). “Multi-Renewable Management: Interactions between Wind and Solar within Uncertain Technology Ecological System,” *Energy Conversion and Management*, 187: 232-247.
- Gillingham, K. and **T. Tsvetanov** (2018). “Nudging Energy Efficiency Audits: Evidence from a Field Experiment,” *Journal of Environmental Economics and Management*, 90(1): 303-316.
- Tsvetanov, T.**, L. Qi, D. Mukherjee, F. Shah, and B. Bravo-Ureta (2016). “Climate Change and Land Use in Southeastern U.S.: Did the ‘Dumb Farmer’ Get It Wrong?” *Climate Change Economics*, 7(3), doi: 10.1142/S2010007816500056.
- Tsvetanov, T.** and K. Segerson (2014). “The Welfare Effects of Energy Efficiency Standards When Choice Sets Matter,” *Journal of the Association of Environmental and Resource Economists*, 1(1/2): 233-271.
- Tsvetanov, T.** and K. Segerson (2013). “Re-evaluating the Role of Energy Efficiency Standards: A Behavioral Economics Approach,” *Journal of Environmental Economics and Management*, 66(2): 347-363.
- Tsvetanov, T.** and F. Shah (2013). “The Economic Value of Delaying Adaptation to Sea-Level Rise: An Application to Coastal Properties in Connecticut,” *Climatic Change*, 121(2): 177-193.
- Segerson, K. and **T. Tsvetanov** (2013). “Regulation vs. Liability: A Behavioral Economics Perspective,” in Miceli, T. and M. Baker (eds.): *Research Handbook on Economic Models of Law*, Edward Elgar Publishers.

## WORKING PAPERS

- Slaria, S. and **T. Tsvetanov** (2024). “The Effects of Priming and Social Norms on Household Water Conservation in India,” *under review*.

## SELECTED WORK IN PROGRESS

- “Barriers to the Diffusion of Smart Meters”
- “Analyzing the Complementarity between Online and Physical Stores” (with R. Ahmed)
- “Water Conservation in Western Kansas” (with D. Earnhart)
- “Dynamic Electricity Pricing in a ‘Behavioral Lock-in’: The Case of Thermostat Use”

## PROFESSIONAL EXPERIENCE

### Teaching

*Instructor*

Advanced Environmental Economic Theory (ECON 854)  
 Energy Economics (ECON 510)  
 Microeconomics (ECON 520)

Spring 23  
 Fall 15, 16, 20, 21, 22, 24; Spring 16, 17, 18, 19, 20  
 Fall 16, 20, 21, 22, 24; Spring 17, 18, 20, 21, 22, 23

Principles of Microeconomics (ECON 142) Fall 17, 18; Spring 24  
University of Kansas, Department of Economics

*Teaching Assistant*

Population, Food, and the Environment (ARE 1110) Spring 12  
Principles of Agricultural and Resource Economics (ARE 1150) Spring 10  
University of Connecticut, Department of Agricultural and Resource Economics

Principles of Economics (W1105) Fall 07, Spring 08  
Columbia University, Department of Economics

**Service**

College Committee on Appointments, Promotion, and Tenure Fall 2024 - present  
University of Kansas, College of Liberal Arts & Sciences

Faculty Evaluation Committee Fall 2021 - Spring 2023  
University of Kansas, Department of Economics

Director of Graduate Programs and Associate Chair Fall 2021 - Spring 2022  
University of Kansas, Department of Economics

Committee on Sabbatical Leaves Fall 2018 - Spring 2021  
University of Kansas, College of Liberal Arts & Sciences

Ph.D. Admissions Committee Fall 2017 - Spring 2023  
University of Kansas, Department of Economics

Executive Committee Fall 2017 - Spring 2023  
University of Kansas, Department of Economics

Colloquium Committee Fall 2017 - Spring 2022  
University of Kansas, Department of Economics

Website Committee Fall 2017 - Spring 2022  
University of Kansas, Department of Economics

Graduate Program Committee Fall 2016 - present  
University of Kansas, Department of Economics

Oswald Steering Committee Fall 2016 - Spring 2017  
University of Kansas, Department of Economics

Grievance Committee Fall 2015 - Spring 2022  
University of Kansas, Department of Economics

Library Resources Committee Fall 2015 - Spring 2021  
University of Kansas

Seminar Committee Fall 2010 - Spring 2013  
University of Connecticut, Department of Agricultural and Resource Economics

Referee: *Climatic Change, Climate Change Economics, Empirical Economics, Energy Economics, Energy Policy, Energy Research and Social Science, Journal of the Association of Environmental and Resource Economists, Journal of Environmental Economics and Management, Journal of Policy Analysis and Management, Mitigation and Adaptation Strategies for Global Change, Nature Energy, PLOS ONE, Strategic Behavior and the Environment, The Energy Journal*

## Advising

### *Graduate*

Srishti Slaria (Ph.D., 2024), Advisor, University of Kansas, Economics  
Fangli Liao (Ph.D., 2023), Committee member, University of Kansas, Economics  
Ahad Khan (Ph.D., 2023), Committee member, University of Kansas, Economics  
Chengzhen Fang (Ph.D., 2023), Committee member, University of Kansas, Economics  
Seoyeon Jo (Ph.D., 2023), Committee member, University of Kansas, Economics  
Haoyi Wei (Ph.D., 2022), Committee member, University of Kansas, Economics  
Misun Park (Ph.D., 2022), Committee member, University of Kansas, Economics  
Hoa Vu (Ph.D., 2021), Committee member, University of Kansas, Economics  
William Duncan (Ph.D., 2021), Committee member, University of Kansas, Economics  
Ruoning Han (Ph.D., 2020), Committee member, University of Kansas, Economics  
Sifat Adiya (Ph.D., 2020), Committee member, University of Kansas, Economics  
Ahadul Kabir Mueyed (Ph.D., 2020), Committee member, University of Kansas, Economics  
Zhiyue Zhang (Ph.D., 2020), Committee member, University of Kansas, Economics  
Fan Wang (Ph.D., 2019), Committee member, University of Kansas, Economics  
Carlos Zambrana (Ph.D., 2019), Committee member, University of Kansas, Economics  
Rina Na (Ph.D., 2019), Committee member, University of Kansas, Economics  
David Gutierrez Luna (Ph.D., 2019), Committee member, University of Kansas, Economics  
Paul Scheetz (MA, 2019), Thesis committee member, University of Kansas, Economics  
Jen Boden (Ph.D., 2019), Committee member, University of Kansas, Economics  
Jiacheng He (Ph.D., 2019), Committee member, University of Kansas, Economics  
Asmaa Yaseen (Ph.D., 2018), Committee member, University of Kansas, Economics  
Manuel Pulido-Velasquez (Ph.D., 2018), Committee member, University of Kansas, Economics  
Alexander Alegria Castellanos (Ph.D., 2018), Committee member, University of Kansas, Economics  
Oguzhan Batmaz (Ph.D., 2018), Committee member, University of Kansas, Economics  
Seena Eftekhari (Ph.D., 2018), Committee member, University of Kansas, Philosophy  
Davut Ayan (Ph.D., 2016), Committee member, University of Kansas, Economics  
Zach Raff (Ph.D., 2016), Committee member, University of Kansas, Economics

### *Undergraduate*

Alex Feyerherm (2021), Honors thesis committee member, University of Kansas, Economics  
Hayley Koontz (2021), Honors thesis committee member, University of Kansas, Economics  
Ryan Wendling (2021), Honors thesis committee member, University of Kansas, Economics  
Chelsea Stitt (2020), Honors thesis advisor, University of Kansas, Economics  
Kyle Stutzman (2020), Honors thesis advisor, University of Kansas, Economics  
Alden Vogel (2020), Honors thesis advisor, University of Kansas, Economics  
Mark Coomes (2020), Research mentor, University of Kansas, McNair Scholars Program  
Matthew Chan (2019), Honors thesis advisor, University of Kansas, Economics  
Facundo Bittar (2019), Honors thesis advisor, University of Kansas, Economics  
Logan Hotz (2019), Honors thesis committee member, University of Kansas, Economics  
Chloe Smith (2019), Honors thesis committee member, University of Kansas, Economics  
Mitchell Reinig (2019), Honors thesis committee member, University of Kansas, Economics  
Conner Falke (2019), Honors thesis committee member, University of Kansas, Economics  
Addison Lake (2019), Honors capstone project mentor, University of Kansas, Global & International Studies  
Quinn Maetzold (2018), Honors thesis committee member, University of Kansas, Economics  
Hanna Hayden (2018), Thesis advisor, University of Kansas, Economics  
Ivan Novikov (2017), Thesis advisor, University of Kansas, Economics  
Mikaela Wefald (2017), Honors thesis advisor, University of Kansas, Economics  
Ashley Koehn (2016), Honors thesis committee member, University of Kansas, Economics

## PRESENTATIONS

“Applications of Behavioral Models in Economics”  
University of Kansas, Research Perspectives Seminar

June 2020

“Promotional Campaign Duration and Word-of-Mouth”

University of Kansas, Renewable Energy Adoption and Environmental Protection Workshop	May 2019
“The Effectiveness of a Water Right Retirement Program at Conserving Water” NAREA, Annual Meetings	Jun 2018
“Free-riding on the California Solar Initiative” Colorado University, Environmental and Resource Economics Workshop	Sep 2017
“Nudging Energy Efficiency Adoption: Evidence from a Field Experiment” SEA, Annual Meetings AERE, Annual Summer Conference	Nov 2016 Jun 2016
“Hurdles and Steps: Estimating Demand for Solar Photovoltaics” University of Kansas, Center for Research Methods and Data Analysis University of Rhode Island, Department of Environmental and Natural Resource Economics Yale University, Environmental Economics Seminar	Nov 2015 Oct 2014 Sep 2014
“Temptation and the Energy-Efficiency Gap” Yale University, Environmental Economics Seminar	Sep 2013
“Temptation as a Factor behind the Energy-Efficiency Gap: Some Empirical Evidence” AERE, Annual Summer Conference Cornell University, Northeast Workshop on Energy Policy and Environmental Economics	Jun 2012 May 2012
“Re-evaluating the Role of Energy Efficiency Standards: A Time-Consistent Behavioral Economics Approach” Colorado University, Environmental and Resource Economics Workshop AERE, Annual Summer Conference University of Connecticut, Department of Agricultural and Resource Economics	Oct 2011 Jun 2011 Apr 2011

## GRANTS

“Energy Efficiency Adoption in New Haven,” Yale Center for Business and the Environment Weyerhaeuser Research Grant, co-PI with Kenneth Gillingham, 2014-2015 (\$40,000)

## FELLOWSHIPS

Stanley K. Seaver Fellowship, University of Connecticut	2013
Doctoral Dissertation Fellowship, University of Connecticut	2012
Pre-Doctoral Fellowship, University of Connecticut	2012
Bishop-Carder Scholarship, University of Connecticut	2011
Stewart Johnson Scholarship, University of Connecticut	2010, 2012
Dorothy Goodwin Scholarship, University of Connecticut	2009
Russell Palen Scholarship, University of Connecticut	2008
Emilie Louise Wells Fellowship, Vassar College	2006, 2007

## AWARDS AND HONORS

Byron T. Shutz Award for Excellence in Teaching, University of Kansas	2022
De-Min and Chin-Sha Wu Award, University of Kansas	2022
Charles W. Oswald Teaching Award, University of Kansas	2018
Graduate Student Travel Award, University of Connecticut	2010, 2012
Phi Beta Kappa Prize for academic excellence, Vassar College	2006
Award for outstanding research in international economics, Vassar College	2006
Member, Phi Kappa Phi	Mar 2011 - present
Member, Phi Beta Kappa	May 2006 - present
Member, Omicron Delta Epsilon	Dec 2004 - present

**SKILLS**

*Language:* Bulgarian (native), English, German, and Russian (fluent)  
*Software:* Stata; Matlab; Mathematica; GIS; L<sup>A</sup>T<sub>E</sub>X

**PERSONAL INFORMATION**

Citizenship: Bulgarian, U.S.

Last update: August 21, 2024