

TSVETAN G. TSVETANOV

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CURRENT POSITION

Professor	2026 - 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

De-Min and Chin-Sha Wu Associate Professor	2022 - 2026
University of Kansas, Department of Economics	
Associate Professor	2021 - 2022
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

Tsvetanov, T. and A. Arnob (forthcoming). "The Price Effect of Michigan's 2026 Fuel Tax Reform," *Applied Economics Letters*: doi: 10.1080/13504851.2026.2743834.

Tsvetanov, T. (2025). "Demand for a 'Smart' Add-On: The Case of In-Home Displays," *Applied Economics Letters*, 32(7): 908-912.

Bollinger, B., K. Gillingham, S. Lamp, and **T. Tsvetanov** (2024). "Promotional Campaign Duration and Word of Mouth in Solar Panel Adoption," *Marketing Science*, 43(5): 1132-1148.

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** (2025). “Nudges and Financial Incentives for Water Conservation: Experimental Insights from India,” *under review*.
- Duan, H., X. Ming, and **T. Tsvetanov** (2025). “Peer Effects in New Energy Vehicle Adoption: Evidence from China.”
- Ahmed, R. and **T. Tsvetanov** (2025). “Online Markets or Physical Stores? Analyzing Market Complementarity under Product Match Uncertainty.”

SELECTED WORK IN PROGRESS

- “Water Conservation in Western Kansas” (with D. Earnhart)
- “Fossil Fuel Endgame? The Economics of Coal, Solar Energy, and Policy Trade-offs in South Africa” (with M. Lachaud and F. Shah)

PROFESSIONAL EXPERIENCE

Teaching

Instructor

Advanced Environmental Economic Theory (ECON 854)	Spring 23; Fall 26
Microeconomics (ECON 520)	Fall 16, 20, 21, 22, 24, 25, 26; Spring 17, 18, 20, 21, 22, 23, 25, 26
Energy Economics (ECON 510)	Fall 15, 16, 20, 21, 22, 24, 25; Spring 16, 17, 18, 19, 20, 25
Energy Economics (ECON 410)	Fall 25; Spring 26
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

Undergraduate Program Committee	Fall 2026 - present
University of Kansas, Department of Economics	
Sabbatical Leaves Committee	Fall 2026 - present
University of Kansas, Department of Economics	
Faculty Evaluation Committee	Fall 2025 - present
University of Kansas, Department of Economics	
Colloquium Committee	Fall 2025 - present
University of Kansas, Department of Economics	
College Committee on Appointments, Promotion, and Tenure	Fall 2024 - present
University of Kansas, College of Liberal Arts & Sciences	
Executive Committee	Fall 2024 - Spring 2025
University of Kansas, Department of Economics	
MA Admissions Committee	Fall 2024 - Spring 2025
University of Kansas, Department of Economics	
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 University of Kansas, Department of Economics	Fall 2016 - Spring 2017
Grievance Committee University of Kansas, Department of Economics	Fall 2015 - Spring 2022
Library Resources Committee University of Kansas	Fall 2015 - Spring 2021
Seminar Committee University of Connecticut, Department of Agricultural and Resource Economics	Fall 2010 - Spring 2013

Referee: *Applied Economics Letters, 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

Syeda Marjana Razzak (Ph.D., expected 2027), Committee member, University of Kansas, Economics
 Sien Gong (Ph.D., 2026), Committee member, University of Kansas, Mathematics
 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	Nov 2016
AERE, Annual Summer Conference	Jun 2016
“Hurdles and Steps: Estimating Demand for Solar Photovoltaics” University of Kansas, Center for Research Methods and Data Analysis	Nov 2015
University of Rhode Island, Department of Environmental and Natural Resource Economics	Oct 2014
Yale University, Environmental Economics Seminar	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	Jun 2012
Cornell University, Northeast Workshop on Energy Policy and Environmental Economics	May 2012
“Re-evaluating the Role of Energy Efficiency Standards: A Time-Consistent Behavioral Economics Approach” Colorado University, Environmental and Resource Economics Workshop	Oct 2011
AERE, Annual Summer Conference	Jun 2011
University of Connecticut, Department of Agricultural and Resource Economics	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^AT_EX

PERSONAL INFORMATION

Citizenship: Bulgarian, U.S.

Last update: October 1, 2026