

WESLEY R. HARTMANN

Associate Professor of Marketing
Ormond Family Faculty Scholar
Graduate School of Business
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Employment

Graduate School of Business, Stanford University
Associate Professor, 2007-Present
Assistant Professor, 2003-2007

University of California, Los Angeles, Extension
Adjunct Faculty, 2001-2002

Economic Analysis Corporation
Research Associate, 1996-1998

Education

University of California, Los Angeles, 1998-2003
Ph.D. in Economics, June 2003
M.A. in Economics, March 2001

University of California, Irvine, 1992-1996
B.A. Economics & Political Science, June 1996

Fields of Interest

Marketing, Empirical Industrial Organization, Econometrics

Published/Accepted Papers

Hartmann, W.R., H. Nair, and S. Narayanan "Non-Parametric Estimation of Marketing Mix Effects Using a Regression Discontinuity Design," forthcoming at *Marketing Science*.

Hartmann, W.R., "Demand Estimation with Social Interactions and the Implications for Targeted Marketing," *Marketing Science*, 29(4), 2010.

- Finalist, 2010 John D.C. Little Award

Hartmann, W.R. and H. Nair, "Retail Competition and the Dynamics of Demand for Tied Goods," *Marketing Science*, 29(2), 2010.

Gil, R. and W.R. Hartmann, "Empirical Analysis of Metering Price Discrimination: Evidence from Concession Sales at Movie Theaters," *Marketing Science*, 28(6), 2009.

Gil, R. and W.R. Hartmann, "Airing Your Dirty Laundry: Vertical Integration, Reputational Capital, and Social Networks," *Journal of Law, Economics and Organization*, 27(2), 2011.

- Finalist, 2011 JLEO Oliver E. Williamson Prize

Hartmann, W.R. and V.B. Viard, "Do Frequency Reward Programs Create Switching Costs?" *Quantitative Marketing and Economics*, 6(2), 2008.

Hartmann, W.R., P. Manchanda, H. Nair, M. Bothner, P. Dodds, D. Godes, K. Hosanagar, C. Tucker, "Modeling Social Interactions: Identification, Empirical Methods and Policy Implications," *Marketing Letters*, 19(3), 2008.

Gil, R. and W.R. Hartmann, "The Role and Determinants of Concession Sales in Movie Theaters: Evidence from the Spanish Exhibition Industry," *Review of Industrial Organization*, 30(4), 2007.

Hartmann, W.R., "Intertemporal Effects of Consumption and Their Implications for Demand Elasticity Estimates," *Quantitative Marketing and Economics*, 4(4), 2006.

- Winner, Inaugural Dick Wittink Best Paper Award

Hartmann, W.R., "Comment on Chintagunta, Erdem, Rossi and Wedel," *Marketing Science*, 25(6), 2006.

Dube, J.P., K. Sudhir, A. Ching, G. Crawford, M. Draganska, J. Fox, W.R. Hartmann, G. Hitsch, B. Viard, M. Villas-Boas, and N. Vilcassim "Recent Advances in Structural Econometric Modeling: Dynamics, Product Positioning and Entry," *Marketing Letters*, 16(3), 2005.

Working Papers

"Advertising Effects in Presidential Elections," with Brett Gordon.

"Structural Equilibrium Analysis of Political Advertising," with Brett Gordon

"Large Screens or More Shows: Multiplex Configuration in the Era of Digital Cinema," with Anita Rao (doctoral student is first author)

"Quantity-Based Price Discrimination Using Frequency Reward Programs," with Brian Viard.

"Estimating Selection Bias in the Decision to Migrate," (WEA, June 2002)

Works in Progress

"Internet Advertising Performance on TV Metrics," with Michaela Draganska

"Do Superbowl Advertisements Affect Brand Shares?" with Daniel Klapper

Managing Capacity Utilization Through Targeted Marketing of Peak-Pricing Technologies, with Bryan Bollinger

Presentations

Advertising Effects in Presidential Elections

- Wisconsin School of Business, UW Madison, 2011.
- Tepper School, Carnegie Mellon University, 2011.
- Harvard Business School, 2011

Structural Equilibrium Analysis of Political Advertising

- Quantitative Marketing and Economics Conference, UCLA, October 2010.
 - Summer Institute for Competitive Strategy, Berkeley, July, 2010
 - Rotman School of Management, University of Toronto, May 2010.
- Non-Parametric Identification of Causal Marketing Mix Effects Using a Regression Discontinuity Design
- Quantitative Marketing and Economics Conference, UCLA, October 2010
 - Summer Institute for Competitive Strategy, Berkeley, July, 2010
 - Simon Graduate School of Business, University of Rochester, October, 2009
 - Johann Wolfgang Goethe-University Frankfurt, August, 2009
- Demand Estimation with Social Interactions and the Implications for Targeted Marketing
- Columbia University Graduate School of Business, November, 2008
 - Quantitative Marketing and Economics Conference, NYU, October 2008
 - Wharton School of University of Pennsylvania, March, 2008
- Retail Competition and the Dynamics of Demand for Tied Goods
- Department of Economics, University of California, Davis, October, 2008
 - McCombs School of Business, University of Texas, Austin, April, 2008
 - Kellogg School of Management, Northwestern University, February, 2008
 - Simon Graduate School of Business, University of Rochester, February, 2008
 - Johnson School at Cornell University, February 2008
 - Yale School of Management, September, 2007
 - Summer Institute for Competitive Strategy, Berkeley, July, 2007
 - Marketing Science Conference, Singapore, June, 2007
- Metering Price Discrimination: An Empirical Analysis of Concession Sales at Movie Theaters
- 13th Annual I.O. Fest, Haas School of Business, UC Berkeley, October 2007
- A Structural Analysis of Joint Decision-Making
- Fisher College of Business, Ohio State University, April, 2007
 - Stanford Graduate School of Business, March, 2007
 - Marketing Science Conference, Pittsburgh, June, 2006
- Do Frequency Reward Programs Create Switching Costs?
- NBER I.O. Summer Institute, July, 2006
 - Stanford Graduate School of Business, June, 2006
- Airing Your Dirty Laundry: Vertical Integration, Reputational Capital and Social Networks
- UC Irvine, Department of Economics, May 2007
 - UCSB, Department of Economics, March 2006
 - 11th Annual I.O. Fest, Haas School of Business, UC Berkeley, October 2005
 - UCLA, Department of Economics, September, 2005
- Quantity-Based Price Discrimination Using Frequency Reward Programs
- Harvard-MIT Workshop in Industrial Organization, April, 2006
 - Leeds School of Business, University of Colorado, Boulder, March, 2006
 - Olin School of Business, Washington University in St. Louis, February, 2006
 - North American Winter Meeting of the Econometric Society, January, 2006
 - Summer Institute for Competitive Strategy, Berkeley, June, 2005
 - Anderson School of Management, UCLA, Marketing, June, 2005
 - Berkeley-Davis-Santa Clara-Stanford Marketing Seminar, Santa Clara University, May, 2005
 - International Industrial Organization Conference, Atlanta, April, 2005
- Intertemporal Effects of Consumption and Their Implications for Demand Elasticity Estimates
- 6th Invitational Choice Symposium, Boulder, Colorado, June, 2004
 - Graduate School of Business, University of Chicago, Marketing, November, 2003

- Haas School of Business, University of California, Berkeley, Marketing, September, 2003

Other:

Awards/Recognitions:

- *Ormond Family Faculty Scholar*, 2011-2012
- *Inaugural Dick Wittink Prize*, 2007
- *Fletcher Jones Faculty Scholar*, 2008-2009

Area Editor:

- *Quantitative Marketing and Economics*

Ad Hoc Area Editor:

- *Marketing Science, Management Science*

Ad Hoc Reviewer:

- *Quantitative Marketing and Economics, Marketing Science, Management Science, Journal of Economics and Management Strategy, Journal of Marketing Research, Contemporary Economic Policy, International Journal of the Economics of Business*

Teaching

MBA core course in strategic leadership: 2011-present

MBA core course in marketing management: 2004-2011

Ph.D. course in advanced empirical methods: 2006-present

Ph.D. course in quantitative research in marketing: 2009

Undergraduate course in principles of economics: 2001-2002