

# WESLEY R. HARTMANN

*Associate Professor of Marketing*  
*Fletcher Jones Faculty Scholar for 2008-2009*  
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., "Demand Estimation with Social Interactions and the Implications for Targeted Marketing," conditionally accepted at *Marketing Science*.

Hartmann, W.R. and H. Nair, "Retail Competition and the Dynamics of Demand for Tied Goods," forthcoming at *Marketing Science*

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

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.

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

"Non-Parametric Estimation of Marketing Mix Effects Using a Regression Discontinuity Design," with Harikesh Nair and Sridhar Narayanan.

"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)

## Work in Progress

Bayesian Estimation of Discrete Games, with Sridhar Narayanan

Structural Analysis of Political Advertising, with Brett Gordon

## Presentations

Nonparametric Estimation of Marketing Mix Effects Using a Regression Discontinuity Design

- Goethe University, Frankfurt, August, 2009

Demand Estimation with Social Interactions and the Implications for Targeted Marketing

- Columbia University Graduate School of Business, November, 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

- 13<sup>th</sup> 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
- 11<sup>th</sup> 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

- 6<sup>th</sup> 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

## Professional Activities and Affiliations

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*

Ad Hoc Area Editor: *Marketing Science*

Membership: American Marketing Assoc., INFORMS, American Economics Assoc.

## Teaching

MBA core course in marketing management: 2004-present

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

Undergraduate course in principles of economics: 2001-2002