



## Wesley Hartmann

Senior Associate Dean and John G. McCoy-Banc One Corporation Professor  
Marketing

 Curriculum Vitae available Online

### Bio

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#### ACADEMIC APPOINTMENTS

- Professor, Marketing

#### PROFESSIONAL EDUCATION

- PhD, UCLA , Economics (2003)

### Teaching

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#### COURSES

##### 2025-26

- Developing Growth Initiatives: ALP 306 (Aut)
- Introduction to Structural Econometrics: GSBGEN 641 (Spr)
- Research Fellows Practicum: GSBGEN 697 (Aut, Win, Spr, Sum)
- Strategy and Disruption: STRAMGT 221 (Spr)

##### 2024-25

- Developing Growth Initiatives: ALP 306 (Win)
- Introduction to Structural Econometrics: GSBGEN 641 (Spr)
- Research Fellows Practicum: GSBGEN 697 (Sum)

##### 2023-24

- Introduction to Structural Econometrics: GSBGEN 641 (Spr)
- Marketing for Measurable Change: ALP 306 (Spr)

##### 2022-23

- Introduction to Structural Econometrics: GSBGEN 641 (Spr)

#### STANFORD ADVISEES

##### Doctoral Dissertation Reader (AC)

Tony Kukavica

##### Doctoral Dissertation Advisor (AC)

Ameeqa Ali

**Doctoral (Program)**

Ella Mao

**Publications**

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**PUBLICATIONS**

- **Information vs. Automation and Implications for Dynamic Pricing** *MANAGEMENT SCIENCE*  
Bollinger, B. K., Hartmann, W. R.  
2020; 66 (1): 290–314
- **Super Bowl Ads** *MARKETING SCIENCE*  
Hartmann, W. R., Klapper, D.  
2018; 37 (1): 78–96
- **Advertising competition in presidential elections** *QME-QUANTITATIVE MARKETING AND ECONOMICS*  
Gordon, B. R., Hartmann, W. R.  
2016; 14 (1): 1-40
- **Quality vs. variety: Trading larger screens for more shows in the era of digital cinema** *QME-QUANTITATIVE MARKETING AND ECONOMICS*  
Rao, A., Hartmann, W. R.  
2015; 13 (2): 117-134
- **Internet Versus Television Advertising: A Brand-Building Comparison** *JOURNAL OF MARKETING RESEARCH*  
Draganska, M., Hartmann, W. R., Stanglein, G.  
2014; 51 (5): 578-590
- **Advertising Effects in Presidential Elections** *MARKETING SCIENCE*  
Gordon, B. R., Hartmann, W. R.  
2013; 32 (1): 19-35
- **Identifying Causal Marketing Mix Effects Using a Regression Discontinuity Design** *MARKETING SCIENCE*  
Hartmann, W., Nair, H. S., Narayanan, S.  
2011; 30 (6): 1079-1097
- **Airing Your Dirty Laundry: Vertical Integration, Reputational Capital, and Social Networks** *JOURNAL OF LAW ECONOMICS & ORGANIZATION*  
Gil, R., Hartmann, W. R.  
2011; 27 (2): 219-244
- **Demand Estimation with Social Interactions and the Implications for Targeted Marketing** *MARKETING SCIENCE*  
Hartmann, W. R.  
2010; 29 (4): 585-601
- **Retail Competition and the Dynamics of Demand for Tied Goods** *MARKETING SCIENCE*  
Hartmann, W. R., Nair, H. S.  
2010; 29 (2): 366-386
- **Empirical Analysis of Metering Price Discrimination: Evidence from Concession Sales at Movie Theaters** *MARKETING SCIENCE*  
Gil, R., Hartmann, W. R.  
2009; 28 (6): 1046-1062
- **Modeling social interactions: Identification, empirical methods and policy implications** *7th Triennial Invitational Choice Symposium*  
Hartmann, W. R., Manchanda, P., Nair, H., Bothner, M., Dodds, P., Godes, D., Hosanagar, K., Tucker, C. E.  
SPRINGER.2008: 287–304
- **Do frequency reward programs create switching costs? A dynamic structural analysis of demand in a reward program** *QME-QUANTITATIVE MARKETING AND ECONOMICS*  
Hartmann, W. R., Viard, V. B.

2008; 6 (2): 109-137

- **The role and determinants of concession sales in movie theaters: Evidence from the Spanish exhibition industry** *REVIEW OF INDUSTRIAL ORGANIZATION*

Gil, R., Hartmann, W. R.

2007; 30 (4): 325-347

- **Intertemporal effects of consumption and their implications for demand elasticity estimates** *QME-QUANTITATIVE MARKETING AND ECONOMICS*

Hartmann, W. R.

2006; 4 (4): 325-349

- **Recent advances in structural econometric modeling: Dynamics, product positioning and entry** *6th Triennial Invitational Choice Symposium Workshop on Endogenous Preferences*

Dube, J. P., Sudhir, K., Ching, A., CRAWFORD, G. S., Draganska, M., Fox, J. T., Hartmann, W., Hitsch, G. J., VIARD, V. B., Villas-Boas, M., Vilcassim, N.

SPRINGER.2005: 209–24