



## Gregory John Martin

Associate Professor of Political Economics at the Graduate School of Business

Political Economy

 Curriculum Vitae available Online

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### Bio

#### ACADEMIC APPOINTMENTS

- Associate Professor, Political Economy

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### Teaching

#### COURSES

##### 2024-25

- Political Economy Research Workshop: POLECON 661 (Win)
- Strategy Beyond Markets: Condensed: POLECON 230 (Win)
- Workshop on Institutional Theories and Empirical Tests in Political Economy: POLECON 682 (Spr)

##### 2023-24

- Political Economy Research Workshop: POLECON 661 (Aut, Win, Spr)
- Strategy Beyond Markets: POLECON 230 (Win)

##### 2022-23

- Leading with Values: GSBGEN 208 (Aut)
- Workshop on Institutional Theories and Empirical Tests in Political Economy: POLECON 682 (Spr)

##### 2021-22

- Leading with Values: GSBGEN 208 (Aut)
- Workshop on Institutional Theories and Empirical Tests in Political Economy: POLECON 682 (Spr)

#### STANFORD ADVISEES

##### Doctoral Dissertation Reader (AC)

Anna Dagorret

##### Doctoral Dissertation Co-Advisor (AC)

Shun Yamaya

##### Doctoral (Program)

Samuel Asher, Camila Blanes, Jason Hoag, Chanjoo Lee, Janet Malzahn, Matthew Merrigan, Saikun Shi, Nick Shu

## Publications

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### PUBLICATIONS

- **The Impact of Online Competition on Local Newspapers: Evidence from the Introduction of Craigslist** *REVIEW OF ECONOMIC STUDIES*  
Djourelouva, M., Durante, R., Martin, G. J.  
2024
- **How Campaign Ads Stimulate Political Interest** *REVIEW OF ECONOMICS AND STATISTICS*  
Canen, N., Martin, G. J.  
2023; 105 (2): 292-310
- **Ideological Competition** *AMERICAN JOURNAL OF POLITICAL SCIENCE*  
Izzo, F., Martin, G. J., Callander, S.  
2023
- **A method for measuring investigative journalism in local newspapers.** *Proceedings of the National Academy of Sciences of the United States of America*  
Turkel, E., Saha, A., Owen, R. C., Martin, G. J., Vasserman, S.  
2021; 118 (30)
- **Political Advertising Online and Offline** *AMERICAN POLITICAL SCIENCE REVIEW*  
Fowler, E., Franz, M. M., Martin, G. J., Peskowitz, Z., Ridout, T. N.  
2021; 115 (1): 130–49
- **Media Influence on Vote Choices: Unemployment News and Incumbents' Electoral Prospects** *AMERICAN JOURNAL OF POLITICAL SCIENCE*  
Garz, M., Martin, G. J.  
2020
- **Does residential sorting explain geographic polarization?** *POLITICAL SCIENCE RESEARCH AND METHODS*  
Martin, G. J., Webster, S. W.  
2020; 8 (2): 215–31
- **Local News and National Politics** *AMERICAN POLITICAL SCIENCE REVIEW*  
Martin, G. J., McCrain, J.  
2019; 113 (2): 372–84
- **Building a Business of Politics: The Rise of Political Consulting and the Transformation of American Democracy (Book Review)** *PERSPECTIVES ON POLITICS*  
Book Review Authored by: Martin, G. J.  
2019; 17 (1): 269–70
- **Agency Problems in Political Campaigns: Media Buying and Consulting** *AMERICAN POLITICAL SCIENCE REVIEW*  
Martin, G. J., Peskowitz, Z.  
2018; 112 (2): 231–48
- **Dividing the Dollar with Formulas** *JOURNAL OF POLITICS*  
Martin, G. J.  
2018; 80 (2): 479–93
- **Bias in Cable News: Persuasion and Polarization** *AMERICAN ECONOMIC REVIEW*  
Martin, G. J., Yurukoglu, A.  
2017; 107 (9): 2565–99
- **Dynamic Policymaking with Decay** *AMERICAN JOURNAL OF POLITICAL SCIENCE*  
Callander, S., Martin, G. J.  
2017; 61 (1): 50-67
- **Grassroots for Hire: Public Affairs Consultants in American Democracy (Book Review)** *POLITICAL SCIENCE QUARTERLY*

Book Review Authored by: Martin, G. J.  
2015; 130 (4): 783–85

- **Parties and Electoral Performance in the Market for Political Consultants** *LEGISLATIVE STUDIES QUARTERLY*  
Martin, G. J., Peskowitz, Z.  
2015; 40 (3): 441–70
- **Reply to "Vetoes, Bargaining, and Boundary Conditions"** *POLITICAL ANALYSIS*  
Martin, G. J.  
2012; 20 (4): 525–26
- **Testing Theories of Congressional-Presidential Interaction with Veto Override Rates** *POLITICAL ANALYSIS*  
Martin, G. J.  
2012; 20 (4): 501–19