

# WESLEY R. HARTMANN

*The John G. McCoy-Banc One Professor of Marketing*  
Graduate School of Business  
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## Employment

Graduate School of Business, Stanford University  
*Professor, 2015-*  
*Associate Professor, 2007-2015*  
*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

## Published/Accepted Papers

- Bollinger, B and W.R. Hartmann, (2018), "Information vs. Automation and Implications for Dynamic Pricing," *Management Science*, 66(1).
- [NBER Environmental & Energy Economics Conference, 7/2015](#) (earlier titled version)
- Hartmann, W.R. and D. Klapper (2017), "Super Bowl Ads," *Marketing Science*, 37(1).
- Finalist, 2018 John D.C. Little Award
  - [NBER Industrial Organization Conference, 7/2014](#)
- Gordon, B. and W.R. Hartmann (2016), "Advertising Competition in Presidential Elections," *Quantitative Marketing and Economics*, 14(1).
- Honorable Mention, Dick Wittink Best Paper Award
  - [QME Conference, 2010](#)
  - [NBER Industrial Organization Conference, 2/2011](#) (earlier titled version)

- Rao, A. and W.R. Hartmann (2015), "Quality vs. Variety: Trading Larger Screens for More Shows in the Era of Digital Cinema," *Quantitative Marketing and Economics*, 13(2).
- Draganska, M, W.R. Hartmann and G. Stanglein (2014), "Internet vs. TV Advertising: A Brand-Building Comparison," *Journal of Marketing Research*, 51(5), 578-590.
- Finalist, 2015 Paul Green Award
- Gordon, B. and W.R. Hartmann (2013), "Advertising Effects in Presidential Elections," *Marketing Science*, 32(1), 19-35.
- Finalist, 2013 John D.C. Little Award
- Hartmann, W.R., H. Nair, and S. Narayanan (2011), "Identifying Causal Marketing Mix Effects Using a Regression Discontinuity Design," *Marketing Science*, 30(6), 1079-1097.
- [QME Conference, 2010](#)
- Gil, R. and W.R. Hartmann (2011), "Airing Your Dirty Laundry: Vertical Integration, Reputational Capital, and Social Networks," *Journal of Law, Economics and Organization*, 27(2), 219-244.
- Finalist, 2011 JLEO Oliver E. Williamson Prize
- Hartmann, W.R. (2010), "Demand Estimation with Social Interactions and the Implications for Targeted Marketing," *Marketing Science*, 29(4), 585-601.
- Finalist, 2010 John D.C. Little Award
  - Finalist, 2018 and 2019, ISMS Long Term Impact Award
  - [QME Conference, 2008](#)
- Hartmann, W.R. and H. Nair (2010), "Retail Competition and the Dynamics of Demand for Tied Goods," *Marketing Science*, 29(2), 366-386.
- Gil, R. and W.R. Hartmann (2009), "Empirical Analysis of Metering Price Discrimination: Evidence from Concession Sales at Movie Theaters," *Marketing Science*, 28(6), 1046-1062.
- Hartmann, W.R. and V.B. Viard (2008), "Do Frequency Reward Programs Create Switching Costs?" *Quantitative Marketing and Economics*, 6(2), 109-137.
- [NBER Industrial Organization Conference, 7/2006](#)
- Hartmann, W.R., P. Manchanda, H. Nair, M. Bothner, P. Dodds, D. Godes, K. Hosanagar, C. Tucker (2008), "Modeling Social Interactions: Identification, Empirical Methods and Policy Implications," *Marketing Letters*, 19(3), 287-304.
- Gil, R. and W.R. Hartmann (2007), "The Role and Determinants of Concession Sales in Movie Theaters: Evidence from the Spanish Exhibition Industry," *Review of Industrial Organization*, 30(4), 325-347.
- Hartmann, W.R. (2006), "Intertemporal Effects of Consumption and Their Implications for Demand Elasticity Estimates," *Quantitative Marketing and Economics*, 4(4), 325-349.
- Winner, Inaugural Dick Wittink Best Paper Award
- Hartmann, W.R. (2006), "Comment on Chintagunta, Erdem, Rossi and Wedel," *Marketing Science*, 25(6), 620-621.
- 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 (2005), "Recent Advances in Structural Econometric Modeling: Dynamics, Product Positioning and Entry," *Marketing Letters*, 16(3), 209-224.

## Working Papers

“Preference Externality Estimators: A Comparison of Border Approaches and IVs,” with Xing Li and Tomo Amano

- Submitted to *Management Science*
- [QME Conference, 10/2019](#)
- [NBER Industrial Organization Conference, 2/2020](#)

“Understanding Frequency in Brand Advertising,” with Jessica Fong

“The Marketing and Economics of Advertising: Generating Response or Competitive Strategy”

- On hold for further data analysis

## Works in Progress

“Smart Devices and Efficiency of Consumption: The Case of Residential Water,” with Kristina Brecko, IRB-34922

“Valuing Computing Intelligence” with Kristina Brecko

“Marketing Around Virtues to Grow Sustainable Practices,” with Kristina Brecko and Kaleb Javier

“AI and Efficiency in Agricultural Water Use,” with Mohamed Hussein, IRB-51013

“Consumer Brand Inertia, Network Effects and the Persistence of Brand Market Share in Digital Markets,” with Michelle Song

## Presentations

Valuing Computing Intelligence in Technology

- Stern School of Business, New York University, March 2021

Understanding Frequency in Brand Advertising

- Booth School of Business, University of Chicago, February 2020

Preference Externality Estimators

- NBER I.O. Winter, February, 2020.
- Tepper School, Carnegie Mellon University, February 2020.
- Haas School of Business, UC Berkeley, February 2020.

Identifying Advertising Effects

- Doctoral Consortium at Marketing Science, June 2019
- Business Decisions Conference, January 2019
- University of Houston, October 2018
- Marketing Camp, Ohio State University, January 2018
- Industrial Engineering Department, University of Chile, September 2017

Information vs. Automation and Implications for Dynamic Pricing

- Stanford Graduate School of Business, October 2017

The Marketing and Economics of Automation

- Doctoral Consortium at Marketing Science, 2018

Welfare Effects of Home Automation Technology with Dynamic Pricing

- Judgement and Decision-Making Winter Symposium, January 2017
- Arison School of Business, IDC, January 2017
- Economics Department, UCSB, February 2016.

- Sloan School of Management, MIT, November 2015.
- Scheller College of Business, Georgia Tech, October 2015.
- NBER E.E.E Summer Institute, July 2015.
- Energy Institute at Haas School of Business, UC Berkeley, March 2015.

#### Super Bowl Ads

- Harvard Business School, September, 2014
- NBER I.O. Summer Institute, July, 2014
- Marketing Insights at Chicago Booth, May 2014
- Summer Institute for Competitive Strategy, Berkeley, July, 2013
- Ross School of Business, University of Michigan, February 2012.
- Graduate School of Management, UC Davis, March 2012

#### 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

- 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

### Other:

#### Awards/Recognitions:

- *Paul Green Award*, Finalist, 2015
- *John D.C. Little Award*, Finalist, 2013
- *Oliver E. Williamson Prize*, Runner Up, 2011
- *John D.C. Little Award*, Finalist, 2010
- *Inaugural Dick Wittink Prize*, 2007
- *Ormond Family Faculty Scholar*, 2011-2012
- *Fletcher Jones Faculty Scholar*, 2008-2009

#### Coordinating Editor:

- *Quantitative Marketing and Economics*

#### Co-Editor

- *Quantitative Marketing and Economics*

#### Editorial Boards (including service as Area Editor):

- *Quantitative Marketing and Economics, Management Science, Marketing Science, Journal of Marketing Research*

#### Ad Hoc Reviewer:

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

### Graduate Student Advising

Michelle Song (Boston College, 2020)

Megan Hunter (Boston College, 2020)

James Sams (joined Facebook, 2019)

Jessica Yu (joining U Michigan, 2019)

Ding Ma (joining City U of Hong Kong, 2019)

Tomomichi Amano\* (Columbia GSB, 2017)

Kristina Brecko\* (Rochester Simon School, 2017)

Xing Li\* (Peking University, 2016)

Øystein Daljord (Chicago Booth, 2015)  
Anita Rao\* (Chicago Booth, 2012)  
Sebastien Houde (U of Maryland AREC, 2012)  
Bryan Bollinger\* (NYU Stern, 2011, now at Duke Fuqua)  
Scott Shriver (Columbia GSB, 2011)  
Taylan Yildiz\* (Google, 2007)  
Matt Osborne (U of Toronto, 2013)

## **Teaching**

Marketing for Measurable Change (MBA Elective) Fall 2022  
Creativity in the Business Ecosystem (MBA Strategy Core) Spring 2022  
Ph.D. course in advanced empirical methods: 2006-present  
Creativity in the Business Ecosystem (MBA Elective) Spring 2021  
MSx course in competitive strategy: 2014-2019  
MBA core course in strategic leadership: 2011-2012  
MBA core course in marketing management: 2004-2011  
Ph.D. course in quantitative research in marketing: 2009  
Undergraduate course in principles of economics: 2001-2002