

# Nino Hardt

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## Academic Employment

- Assistant Professor of Marketing, Department of Marketing and Logistics, Fisher College of Business, The Ohio State University, September 2012 - present.
- Instructor of Marketing, Department of Marketing and Logistics, Fisher College of Business, The Ohio State University, October 2011 - August 2012.
- Research Assistant, Chair of Marketing, Catholic University Eichstätt-Ingolstadt, Germany, Dec 2007 - August 2011.

## Research

### *Fields of Research Interest*

Choice Models, Demand Predictions, Product Research, Applied Bayesian Methods, Survey Research, Microeconomics

### *Software*

- echoice2 - R package for economic choice models

### *Published (link to paper in title)*

- Hardt, N., Alex Varbanov and Greg M. Allenby (2016), “Monetizing Ratings Data for Product Research”, *Marketing Science*, 35 (5), 716-726
- Kim, Dong Soo, Roger A. Bailey, Nino Hardt and Greg M. Allenby (2017), “Benefit-Based Conjoint Analysis”, *Marketing Science*, 36 (1), 54-69.
- Allenby, Greg M., Nino Hardt and Peter E. Rossi (2018) “Economic Foundations of Conjoint Analysis” in *Handbook of the Economics of Marketing*, JP Dube and Peter Rossi, editors, Elsevier

### *In the review process*

- Nino Hardt and Peter Kurz, “Volumetric Demand and Choice Set Size” (under review at JMR)
- Youngju Kim, Nino Hardt, Jaehwan Kim and Greg M. Allenby, “Conjunctive Screening in Models of Multiple Discreteness” (under review at IJRM, round 2)

### *Research in Progress*

- Nino Hardt, Youngju Kim, Mingyu Joo, Jaehwan Kim and Greg M. Allenby, “Reconciling Stated and Revealed Preferences” (acquiring new data)
- Marcel Jonker, Nino Hardt, Joel Huber, Peter Kurz “Applying optimal scaling to choice models” (programming model)

- Nino Hardt ‘Advertised reference prices and deal attitudes - a natural experiment’ (in preparation for initial submission)
- Daniel Zantedeschi and Nino Hardt, “A choice model for detailing in pharmaceutical prescription data” (analysis in progress)

### *Recent talks and tutorials*

- Marketing Science 2020 (‘Advertised reference prices and deal attitudes - a natural experiment’) (Link)
- University of Delaware 2019
- Marketing Science 2019 (‘How to predict marketplace sales quantities using volumetric choice experiments’)
- Marketing Dynamics 2019, Marketing Science 2019 (‘How to predict marketplace sales quantities using volumetric choice experiments’)
- AMA ART Forum 2018 (Tutorial: Volumetric Conjoint Analysis)
- AMA ART Forum 2017 (‘Monetizing Ratings Data for Product Research’)
- Tilburg University 2017 (‘Reconciling Stated and Revealed Preferences’)
- Tilburg University 2017 (Tutorial: Rcpp for MCMC and MLE)
- Goethe University Frankfurt 2017 (‘Reconciling Stated and Revealed Preferences’)
- WHU - Otto Beisheim School of Management 2017 (‘Reconciling Stated and Revealed Preferences’)

### Education

- Doctor of economics and business administration (Dr. rer. pol.)(Ph.D.), Catholic University Eichstätt-Ingolstadt, Germany, 2007-2011.
  - *Dissertation:* Heterogeneous response behavior in Customer Satisfaction Surveys - A Bayesian mixture model approach (Date of defense: 12/07/2011)
- Diplom-Kaufmann  
Business administration, Catholic University Eichstätt-Ingolstadt, 2003-2007.
- Studies abroad  
Sophia University Tokyo, International Business (Winter term 2005 and Summer term 2006).

### Teaching

#### *The Ohio State University*

- ‘Customer Satisfaction and Loyalty Analysis’, ‘Customer Management, Pricing and Analytics’ (MBA)
- ‘Data Tools’ (Executive Education)
- ‘Marketing Models’ (Ph.D. seminar)
- ‘Customer Relationship Management’ (Undergraduate)
- ‘Marketing Research’ (Undergraduate)

*Catholic University Eichstätt-Ingolstadt, Germany*

- ‘Customer Base Analysis - Applied probability models’ (M.Sc. Business)
- ‘Global Marketing Management’ (B.Sc. Business , Dipl. Business)

## Service

Faculty Advisor (Honors Immersion Program)

Committees at OSU: Ph.D. (until 2018)

Reviews: Marketing Science, JPPM

## Languages

- German (native tongue), English (fluent in spoken and written), Spanish (advanced), French (basic), Japanese (basic)

## *Awards*

- AMA ART Forum 2017: Best paper/presentation award for “Reconciling Stated and Revealed Preferences”

## Non-academic Employment

### *Industry*

- Research Assistant, Research Center Cargo (DB Schenker Rail), Catholic University Eichstätt-Ingolstadt, Germany, Dec 2007 - October 2010.
- Intern, Corporate Controlling, Mitsubishi FUSO Truck and Bus Corporation, Tokyo, Japan, February 2006 - March 2006
- Assistant system administrator (part time), Köttermann GmbH & Co KG, Uetze, Germany, March 2001 - October 2003

Last updated: 2/2021