

# Dr. Nino Hardt

Department of Marketing and Logistics  
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## Academic Employment

### *Academic*

- 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.

## 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).

## Languages

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

## Research

### Fields of Research Interest

Product Research, Choice Models, Survey Research, Applied Bayesian Methods, Customer Satisfaction

### *Published*

- 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.

### *Recent talks*

- AMA ART Forum 2017 (June 2017)
- Tilburg University (May 2017)
- Goethe University Frankfurt (April 2017)

### *Awards*

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

### *Research in Progress*

- Nino Hardt, Kim, Youngju, Mingyu Joo, Jaehwan Kim and Greg M. Allenby, “Reconciling Stated and Revealed Preferences” (under review)
- Nino Hardt and Roger Bailey, “Improving Budget Estimates in Volumetric Conjoint Analysis” (working title)
- Hardt, N., Dong Soo Kim and Mingyu Joo, “A Demand Model of Conjoint and Panel Data” (working title)
- Hardt, N., Greg M. Allenby “Incorporating Technical Data and Product Usage in Conjoint Analysis” (working title)

## Teaching

### *The Ohio State University*

- Customer Management, Pricing and Analytics (part 1), Autumn 2014, 2015, 2016
- Marketing Models (PhD), Spring 2014, Autumn 2015
- Customer Relationship Management (undergraduate), Autumn 2014, 2016
- Customer Satisfaction and Loyalty Analysis (MBA) Autumn 2012, 2013
- Marketing Research (undergraduate), Spring 2012, Autumn 2012, Winter 2012, Autumn 2013, 2014, 2015, 2016

### *Catholic University Eichstätt-Ingolstadt, Germany*

- Fundamentals of Marketing - Case Study (B.Sc. Business), Summer 2011
- Customer Base Analysis - Applied probability models (M.Sc. Business), Winter 2010/11, Winter 2009/10, Winter 2008/09
- Global Marketing Management (B.Sc. Business , Dipl. Business), Summer 2010, Summer 2009, Summer 2008

## Service

Reviews: Marketing Science, JPMM

Committees at OSU: Ph.D. (currently), Discovery Themes Analytics Recruiting Committee (2015).

## 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: 5/2017