

Dr. Nino Hardt

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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