

## David M. Harman

University of St. Thomas, Opus College of Business  
Mail # MCH 316, 2115 Summit Avenue  
St. Paul, Minnesota 55105-1096  
(651) 962-5847 | david.harman@stthomas.edu

### EMPLOYMENT

---

<b>University of St. Thomas, Opus College of Business, Assistant Professor</b>	2016 – Present
<b>University of Iowa, Tippie College of Business, Teaching Assistant</b>	2011 – 2016
<b>AT&amp;T Mobility, Senior Marketing Manager</b>	2006 – 2011
<b>Microsoft</b>	2001 – 2004

### EDUCATION

---

<b>University of Iowa, Iowa City, IA</b>	PhD (Marketing)	2016
<b>University of Washington, Seattle, WA</b>	MBA (Marketing)	2006
<b>St. John's College, Santa Fe, NM</b>	BA (Philosophy)	1994

### COURSES TAUGHT

---

Marketing Analytics  
Marketing Research

### WORKS IN PROGRESS

---

Harman, David M., "Single-Paper Meta-Analysis: Commentary and Application with Existing Methodology." *Invited for second-round review at Journal of Consumer Research.*

Harman, David M., "Meta-Analyzing Marketing A/B Tests." *Revising for submission at another journal.*

Harman, David M., "Accounting for Customers with No Repeat Transactions in Latent Attrition Models." *Target: Marketing Science. Planned submission: January 2019.*

Achen, Rebecca M., Ashley Stadler Blank, David M Harman, and William A. Sutton, "I 'Like' It: The Platforms, Media, and Message Content that Drive Sport Fans' Social Media Engagement." *Early stage research.*

### CONFERENCE PRESENTATIONS

---

"Accounting for Customers with No Repeat Transactions in Latent Attrition Models," EMAC Conference, Glasgow, Scotland, UK, 2018.

"A Zero-Inflated Latent Attrition Model," ISMS Marketing Science Conference, Los Angeles, CA, 2017.

"Counting Your Nonstationary Customers: Addressing Inconsistency and Bias in Latent Attrition Model Estimates," Jakobsen Memorial Graduate Conference, University of Iowa, Iowa City, IA, 2016.

"Counting Your Nonstationary Customers," ISMS Marketing Science Conference, Baltimore, MD, 2015.

"Counting Your Seasonal Customers: Adding Time-Varying Covariates to Stochastic Customer Lifetime Value Models," Haring Symposium, Indiana University, Bloomington, IN, 2015.

"Counting Your Seasonal Customers," ISMS Marketing Science Conference, Atlanta, GA, 2014.

## **HONORS AND AWARDS**

---

Environmental Stewardship Curriculum Grant, University of St. Thomas	2017
AMA-Sheth Doctoral Consortium Alumni Fellow	2017
Ballard and Seashore Dissertation Fellowship, University of Iowa	Spring 2016
AMA-Sheth Doctoral Consortium Fellow	2015
Haring Symposium Fellow	2015
M. Bhanu Murthy Memorial Prize for Excellence in Teaching, University of Iowa	2015
Graduate College Post Comprehensive Summer Fellowship, University of Iowa	2015
Marketing Science Doctoral Consortium Fellow	2014, 2015
Mittelstaedt Doctoral Symposium Fellow	2014
Ponder Summer Fellowship, University of Iowa	2012 – 2014
Graduate Assistantship, University of Iowa	2011 – 2016

## **PROFESSIONAL MEMBERSHIP**

---

America Marketing Association	2014 – Present
Direct Marketing Education Foundation (DMEF) Professors' Academy	2017 – Present
INFORMS	2014 – Present