

THOMAS ALLARD

Associate Professor of Marketing
Singapore Management University, Lee Kong Chian School of Business
thomasallard.com

ACADEMIC POSITIONS

Singapore Management University
Associate Professor of Marketing, Lee Kong Chian School of Business (from July 2022)

Nanyang Technological University
Assistant Professor of Marketing, Nanyang Business School (2016 – 2022)
Director, EDHEC-NTU Global BBA program (2021 – 2022)

RESEARCH INTERESTS

Behavioral Pricing, Judgment and Decision Making, Marketplace Morality, Emotions

EDUCATION

Ph.D. in Marketing, University of British Columbia (2016)
M.Sc. in Marketing, With Great Distinction, HEC Montréal (2007)
B.A. in Business Administration, With Great Distinction, HEC Montréal (2005)

REFERRED PUBLICATIONS (<https://orcid.org/0000-0001-9507-0121>)

1. **Allard, Thomas** and Stefano Puntoni (2022), "Misunderstood Menu Metrics: Side-length Food Sizing Leads to Quantity Underestimation and Overeating," *Forthcoming at Journal of the Association for Consumer Research*.
2. **Allard, Thomas** and Brent McFerran (2022), "Ethical Branding in a Divided World: How Political Orientation Motivates Reactions to Marketplace Transgressions," *Forthcoming at Journal of Consumer Psychology*.
3. **Allard, Thomas**, Lea H. Dunn, and Katherine White (2020), "Negative Reviews, Positive Impact: Consumer Empathetic Responding to Unfair Word-of-Mouth," *Journal of Marketing*, 84(4), 86-108.
4. **Allard, Thomas**, David J. Hardisty, and Dale Griffin (2019), "When "More" seems like less: Differential Price Framing Increases the Choice Share of Higher-priced Options," *Journal of Marketing Research*, 56(5), 826-841.
5. **Allard, Thomas** and Dale Griffin (2017), "Comparative Price and the Design of Effective Product Communications," *Journal of Marketing*, 81(5), 16-29.
6. **Allard, Thomas** and Katherine White (2015), "Cross-Domain Effects of Guilt on Desire for Self-Improvement Products," *Journal of Consumer Research*, 42(3), 401-419.
7. **Allard, Thomas**, Barry J. Babin, Jean-Charles Chebat, and Martine Crispo (2009), "Reinventing the Branch: An Empirical Assessment of Banking Strategies to Environmental Differentiation," *Journal of Retailing and Consumer Services*, 16(6), 442-450. [Published Master's Thesis work]
8. **Allard, Thomas**, Barry J. Babin, and Jean-Charles Chebat (2009), "When Income Matters: Customers Evaluation of Shopping Malls' Hedonic and Utilitarian Orientations," *Journal of Retailing and Consumer Services*, 16(1), 40-49. [Published Master's Thesis work]

SELECT WORKING PAPERS

“The Token-Effort Effect: How Minimal Redemption Effort Increases Price Promotion Effectiveness Over Straight Discounts” with Kuangjie Zhang, Rajesh Bagchi, and Nidhi Agrawal

“The Charity Competence Curse: Donors Fail to Reward Effective Management in Nonprofits Due to a Conflation of Needs” with Shirley Lijun Zhang, David Hardisty, and Xin (Shane) Wang

OTHER PUBLICATIONS

Thomas Allard and Mansur Khamitov (2020), “The Surprising Upside of Expensive Products That Don’t Sell,” *Harvard Business Review*, (October). <https://hbr.org/2020/10/the-surprising-upside-of-expensive-products-that-dont-sell>

Hardisty, David J., **Allard, Thomas**, and Dale Griffin (2020), “Upgrade Your Pricing Strategy to Match Consumer Behavior,” *Harvard Business Review*, (May). <https://hbr.org/2020/05/upgrade-your-pricing-strategy-to-match-consumer-behavior>

Dunn, Lea H., **Thomas Allard**, and Katherine White (2020), “Making the Best of Bad Reviews,” *Harvard Business Review*, (May). <https://hbr.org/2020/05/making-the-best-of-bad-reviews>

HONORS AND AWARDS

Nanyang Business School, Research Excellence Award, Winner (2021)
 Association for Consumer Research, Doctoral Symposium Faculty, Seattle, WA (2021)
 AMA-Sheth Foundation, Doctoral Consortium Fellow, London Business School (2015)
 University of Houston, Doctoral Consortium Fellow (2015)

TEACHING EXPERIENCE

Nanyang Technological University

2021 BM2502: Market Intelligence (Undergraduate) [3 groups]
 2021 MM6004: Marketing Research (Graduate) [1 group]
 2021 EDHEC Global BBA, 2052 MI (Executive) [2 groups]
 2020 BM2502: Market Intelligence (Undergraduate) [2 groups]
 2020 Mini Masters, Marketing Research (Graduate) [2 groups]
 2019 EDHEC Global BBA, Mentor (Executive) [2 groups]
 2019 BM2502: Market Intelligence (Undergraduate) [3 groups]
 2018 BM2502: Market Intelligence (Undergraduate) [2 groups]
 2018 MK9101: Seminar in Consumer Behavior (Ph.D.) [1 group]
 2017 AB1501: Marketing Intro. (Undergraduate) [4 groups]
 2017 AB1501: Marketing Intro. (Undergraduate) [2 groups]

University of British Columbia

2013 COMM362: Buyer Behavior (Undergraduate)

SELECT MEDIA COVERAGE

The Wall Street Journal, Harvard Business Review, Science Daily, Yahoo! News, Psychology Today, Market Business News, EurekaAlert!, The Asian Age, Study Finds, ABC News, New York Magazine, The Globe and Mail, Phys.Org., TransFin, Business in Vancouver, Pique News, Direct Marketing Magazine, Inverse.

INVITED TALKS

University of British Columbia (2022)
 Deakin University (2022)
 Singapore Management University (2021)
 Concordia University (2016)
 City University of Hong Kong (2016)
 HEC Montréal (2016)
 McGill University (2016)
 Nanyang Technological University (2016)
 University of Manitoba (2016)
 University of Washington (2016)

CONFERENCE PRESENTATIONS

- “Effect of Political Ideology on Neutral Brand Preference”
 Association for Consumer Research Conference, Denver, CO (2022)
- “How Restricted Promotions Affect Consumer Choice”
 Association for Consumer Research Conference, Denver, CO (2022)
 Society for Judgment and Decision Making, Annual Meeting, Virtual (2022)
- “The Charity Competence Curse: Donors Fail to Reward Effective Management Practices”
 Society for Judgment and Decision Making, Annual Meeting, Virtual (2022)
 Society for Consumer Psychology Conference, Virtual (2022)
- “Crime and Punishment through the Political Lens”
 Society for Consumer Psychology Conference, Savannah, GA (2019)
 Association for Consumer Research Conference, Dallas, TX (2018)
 Society for Consumer Psychology, Conference on Vice and Virtue, Sydney, Australia (2018)
 Marketing Insights and New Investigations Conference (NUS), Singapore (2017)
- “The Price of Altruism: How Price Framing Can Promote Prosocial Purchasing”
 Association for Consumer Research, Conference on Prosocial Behavior, Whistler, Canada (2018)
- “Additional Price Framing Increases the Choice of Upgraded Products and Services”
 La Londe Conference, Aix-Marseille Graduate School of Management, France (2019)
 Society for Consumer Psychology Conference, Savannah, GA (2019)
 Association for Consumer Research Conference, Dallas, TX (2018)
 Association for Consumer Research Conference, Berlin, Germany (2016)
- “Positive Consumer Reactions to Unfair Negative Reviews”
 Association for Consumer Research Conference, Atlanta, GA (2019)
 Academy of Marketing Science Conference, Vancouver, BC (2019)
 Association for Consumer Research Conference, Berlin, Germany (2016)
- “Cross-Domain Effects of Guilt on the Desire for Self-Improvement Products”
 Association for Consumer Research Conference, New Orleans, LA (2015)
 UW-UBC Marketing Conference, Seattle, WA (2015)
- “Comparative Price and the Design of Effective Product Communications”
 Society for Consumer Psychology Conference, Phoenix, AZ (2015)
 Association for Consumer Research Conference, Chicago, IL (2013)

INSTITUTIONAL SERVICE

Nanyang Technological University, Institutional Review Board (2021-2022)
Nanyang Technological University, Ph.D. Committee, Chair (2021-2022)
Nanyang Technological University, Seminar Committee (2018-2021)
Nanyang Technological University, Recruitment Committee (2017-2020)
University of British Columbia, Marketing Research Lab Manager (2011-2015)
University of British Columbia, Assurance of Learning, AACSB Accreditation Committee (2011-2013)

GRADUATE STUDENT ADVISING

Zhang, Lijun (Shirley), Marketing, Ph.D. Mentoring, Nanyang Technological University (grad 2022)
Nanakdewa, Kevin A., SMO, Ph.D. Thesis Committee, Nanyang Technological University (grad 2020)
Mehak Bharti, Marketing, PhD Thesis Examiner, Nanyang Technological University (grad 2020)

PROFESSIONAL SERVICE

Select Invited Reviewer

Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, International Journal of Research in Marketing, Marketing Letters, Journal of Interactive Marketing.

Funding Agency Grant Reviewer

Social Sciences and Humanities Research Council of Canada, Research Grants

Professional Association Award Reviewer

John A. Howard/AMA Doctoral Dissertation Award Committee

Conference Committees

Program Committee, Society for Consumer Psychology, Puerto Rico (2023)
Chair, Advertising, Promotion, and Marketing Communications track, Summer AMA, Chicago, IL (2022)
Program Committee, Society for Consumer Psychology, Nashville, TN (2022)
Chair, Pricing track, Summer AMA, Boston, MA (2020)
Program Committee, Society for Consumer Psychology, Huntington Beach, CA (2020)
Program Committee, Association for Consumer Research, Atlanta, GA (2019)
Program Committee, Academy of Marketing Science, CB track, Vancouver, BC (2019)
Program Committee, Society for Consumer Psychology, Savannah, GA (2019)

RESEARCHER IDENTIFIERS

Scholar Google

<https://scholar.google.com/citations?user=qztH7WEAAAAJ&hl=en>