

Thomas Allard

Associate Professor of Marketing
Lee Kong Chian School of Business, Singapore Management University
thomasallard@smu.edu.sg | thomasallard.com

RESEARCH INTERESTS

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

EDUCATION

University of British Columbia, Sauder School of Business
Ph.D., Marketing (2016)

HEC Montréal
M.Sc., Marketing (2007)
B.A., Business Administration (2005)

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

Article Publications:

- Allard, Thomas and Stefano Puntoni (2022), "Misunderstood Menu Metrics: Side-length Food Sizing Leads to Quantity Underestimation and Overeating," *Journal of the Association for Consumer Research*, 7(4), 438-449.
- Allard, Thomas and Brent McFerran (2022), "Ethical Branding in a Divided World: How Political Orientation Motivates Reactions to Marketplace Transgressions," *Journal of Consumer Psychology*, 32(4), 551-572.
- 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.
- 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.
- Allard, Thomas and Dale Griffin (2017), "Comparative Price and the Design of Effective Product Communications," *Journal of Marketing*, 81(5), 16-29.
- 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.
- 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]
- 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 Projects

- “The Token-Effort Effect: How Minimal Redemption Effort Increases Price Promotion Effectiveness” with Kuangjie Zhang, Rajesh Bagchi, and Nidhi Agrawal
- “The Charity Competence Curse: When Signals of Managerial Competence Backfire” with Shirley Lijun Zhang, David Hardisty, and Xin (Shane) Wang
- “The Price that Binds: Perceived Fairness and the Effectiveness of Restricted Promotions” with Shangwen Yi, David Hardisty, and Dale Griffin

Other Publications

- Thomas Allard and Mansur Khamitov (2020), “The Surprising Upside of Expensive Products That Don’t Sell,” *Harvard Business Review*, Digital article (October).
- Hardisty, David J., Allard, Thomas, and Dale Griffin (2020), “Upgrade Your Pricing Strategy to Match Consumer Behavior,” *Harvard Business Review*, Digital Article (May).
- Dunn, Lea H., Thomas Allard, and Katherine White (2020), “Making the Best of Bad Reviews,” *Harvard Business Review*, Digital Article (May).

ACCOLADES

- Chair, Asia-Pacific Association for Consumer Research Conference, Bali, Indonesia (2024)
- 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 AND PROFESSIONAL EXPERIENCE

Associate Professor, Singapore Management University

2023: MKTG618: Marketing Management (Graduate) [2 groups]
 2022 MKTG704: Seminar in Consumer Behavior (Ph.D.) [1 group]

Assistant Professor, Nanyang Technological University

2021 BM2502: Market Intelligence (Undergraduate) [3 groups]
 2021 MM6004: Marketing Research (Graduate) [1 group]
 2021 EDHEC Global BBA, 2052 Marketing Intelligence (External) [2 groups]
 2020 BM2502: Market Intelligence (Undergraduate) [2 groups]
 2020 Mini Masters, Marketing Research (Graduate) [2 groups]
 2019 EDHEC Global BBA, Mentor (External) [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]

Lecturer, University of British Columbia

2013 COMM362: Buyer Behavior (Undergraduate) [1 group]

SELECT MEDIA COVERAGE

The Wall Street Journal, Harvard Business Review, Science Daily, Psychology Today, INSEAD Knowledge, Yahoo! News, 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

“How Restricted Promotions Affect Consumer Choice”

Society for Consumer Psychology Conference, Puerto Rico (2023)
 Society for Judgment and Decision Making, Annual Meeting, San Diego, CA (2022)
 Association for Consumer Research Conference, Denver, CO (2022)
 Society for Judgment and Decision Making, Annual Meeting, Virtual (2021)

“Effect of Political Ideology on Neutral Brand Preference”

Association for Consumer Research Conference, Denver, CO (2022)

“Charity Effective Management Practices”

Behavioural Insights into Business for Social Good Conference, Vancouver, Canada (2022)
 Society for Consumer Psychology Conference, Virtual (2022)
 Society for Judgment and Decision Making, Annual Meeting, Virtual (2012)

“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 (20

INSTITUTIONAL SERVICE

Chair, Recruitment Committee	Singapore Management University (2022-present)
Director, EDHEC-NTU Global BBA program	Nanyang Technological University (2021 – 2022)
Institutional Review Board	Nanyang Technological University (2021-2022)
Chair, Ph.D. Committee	Nanyang Technological University (2021-2022)
Seminar Committee	Nanyang Technological University (2018-2021)
Recruitment Committee	Nanyang Technological University (2017-2020)
Manager, Marketing Lab	University of British Columbia (2011-2015)
AACSB Accreditation Committee	University of British Columbia, (2011-2013)

GRADUATE STUDENT ADVISING

Shangwen Yi	Ph.D. Thesis Committee	University of British Columbia
Lijun (Shirley) Zhang,	Ph.D. Mentoring	Nanyang Technological University (grad 2022)
Kevin A. Nanakdewa	Ph.D. Thesis Committee	Nanyang Technological University (grad 2020)
Mehak Bharti	Ph.D. Thesis Committee	Nanyang Technological University (grad 2020)

PROFESSIONAL SERVICE

Journal Reviewer

Journal of Consumer Research
Journal of Marketing Research
Journal of Marketing
Journal of Consumer Psychology
International Journal of Research in Marketing
Marketing Letters
Journal of Interactive Marketing
Journal of Business Research

Funding Agency Grant Reviewer

Social Sciences and Humanities Research Council of Canada, Research Grants

Professional Association Award Reviewer

ACR Sheth Foundation Dissertation Award Reviewer
 John A. Howard/AMA Doctoral Dissertation Award Committee

Conference Committees

Society for Consumer Psychology, Puerto Rico (2023)
 American Marketing Association, Summer Conference, Chicago, IL (2022)

Society for Consumer Psychology, Nashville, TN (2022)
American Marketing Association, Summer Conference, Boston, MA (2020)
Society for Consumer Psychology, Huntington Beach, CA (2020)
Association for Consumer Research, Atlanta, GA (2019)
Academy of Marketing Science, CB track, Vancouver, BC (2019)
Society for Consumer Psychology, Savannah, GA (2019)

RESEARCHER IDENTIFIERS

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