Thomas Allard

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

RESEARCH INTERESTS

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

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)

Peer-Reviewed Journals:

1. Yi, Shangwen, David Hardisty, Dale Griffin, Thomas Allard (2026), "Promotion Architecture: A Deal Fairness Model of Restricted Price Promotions," Forthcoming at *Journal of Consumer Research*.

2. Zhang, Shirley (Lijun), Thomas Allard, David Hardisty, and Shane Wang (2026), "The Charity Capacity Curse," *Journal of Consumer Psychology,* 36 (1), 36-58.

3. Zhang, Kuangjie, Thomas Allard, Nidhi Agrawal, and Rajesh Bagchi (2025), "The Token-Effort Effect: Trivial Redemption Effort Increases Price Promotions Effectiveness," *Journal of Marketing Research*, 62(6), 1125-1141.

4. 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.

5. 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.

6. 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.

7. 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.

   Independent field replication: https://doi.org/10.1007/s11002-023-09690-7

8. Allard, Thomas, and Dale Griffin (2017), "Comparative Price and the Design of Effective Product Communications," *Journal of Marketing*, 81(5), 16-29.

9. 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.

10. 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]

11. 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:

- "Between Profit and Purpose: How Political Leanings Shape Consumers' Beliefs about Corporate Roles and Reaction to Brands' Neutral Stances," with Max Yu and Sharon Ng

- "Moral and Wrong: The Perils of Wishcycling for Recycling and Donation Behaviors," with Brent McFerran and Aviva Philipp-Muller.

- "Owls vs. Larks: Chronotype-Based Consumer Stereotyping," with Nidhi Agrawal, Max Yu, and Stephanie Lin

Other Publications:

- Thomas Allard, Shirley Zang, David Hardisty, and Shane Wang (2025), "The Charity Capacity Curse: Why Being Too Professional Can Hurt Donations," *The Society for Personality and Social Psychology Blog,* (November).

- Thomas Allard and Mansur Khamitov (2020), "The Surprising Upside of Expensive Products That Don't Sell," *Harvard Business Review*, Digital (October).

- Hardisty, David J., Allard, Thomas, and Dale Griffin (2020), "Upgrade Your Pricing Strategy to Match Consumer Behavior," *Harvard Business Review,* Digital (May).

- Dunn, Lea H., Thomas Allard, and Katherine White (2020), "Making the Best of Bad Reviews," *Harvard Business Review,* Digital (May).

ACCOLADES

- Founding Member, Asia-Pacific Research Initiative for Marketing Early-Career Scholars (A-PRIME) Consortium
- Co-Chair, A-PRIME Consortium, Singapore (2026)
- Associated Editor, Association for Consumer Research Conference, Chicago, IL (2026)
- Faculty Mentor, Society for Consumer Psychology, Doctoral Consortium, San Diego, USA (2026)
- Faculty Mentor, Association for Consumer Research, Doctoral Symposium, Washington, DC, USA (2025)
- Faculty Mentor, Society for Judgment and Decision Making Annual Meeting, New York, USA (2024)
- Faculty Mentor, Association for Consumer Research, Doctoral Symposium, Paris, France (2024)
- Chair, Asia-Pacific Association for Consumer Research Conference, Bali, Indonesia (2024)
- Winner, Nanyang Business School, Research Excellence Award (2021)
- Faculty Mentor, Association for Consumer Research, Doctoral Symposium, Seattle, WA (2021)
- Fellow, AMA-Sheth Foundation, Doctoral Consortium, London Business School (2015)
- Fellow, University of Houston, Doctoral Consortium (2015)

TEACHING AND PROFESSIONAL EXPERIENCE

Associate Professor, Singapore Management University

2026 MKTG101: Marketing Introduction (Undergraduate) [4 sections]
2025 IDST704: Independent Studies (PhD) [1 section]
2025 MKTG101: Marketing Introduction (Undergraduate) [3 sections]
2024 IDST 704: Independent Studies (PhD) [1 section]
2024 MKTG618: Marketing Management (Graduate) [2 sections]
2024 MKTG101: Marketing Introduction (Undergraduate) [3 sections]
2024 MKTG704: Seminar in Consumer Behavior (PhD) [1 section]
2023 MKTG730: Pro-Seminar in Marketing (PhD) [1 section]
2023 MKTG618: Marketing Management (Graduate) [2 sections]
2022 MKTG704: Seminar in Consumer Behavior (PhD) [1 section]

Assistant Professor, Nanyang Technological University

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

Lecturer, University of British Columbia

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

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., Consumer Insights 101 podcast, The Society for Personality and Social Psychology Blog, The Straits Times, TransFin, Business in Vancouver, Pique News, Direct Marketing Magazine, Inverse, Science Says.

INVITED TALKS

City University of Hong Kong, CUHK-Shenzhen, Concordia University, Deakin University, ESADE, ESSEC, HEC Montréal, McGill University, Nanyang Technological University, Singapore Management University, University of British Columbia, University of Hong Kong, University of Manitoba, University of Washington.

CONFERENCE PRESENTATIONS

Roundtables Chairing

"The Growing Inaccessibility of Conferences and The Future of the Model"
Asia-Pacific Association for Consumer Research Conference, Bali, Indonesia (2024)

Research Talks

"Token Redemption Effort in Price Promotions"
Pricing Symposium, ESADE, Barcelona (2025)
Asia-Pacific Association for Consumer Research Conference, Bali, Indonesia (2024)
Association for Consumer Research Conference, Seattle, WA (2023)

"Night Owls and Larks: Consumer Stereotypes"
Asia-Pacific Association for Consumer Research Conference, Bali, Indonesia (2024)

"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)

"Charity Effective Management Practices"
Asia-Pacific Association for Consumer Research Conference, Bali, Indonesia (2024)
Association for Consumer Research Conference, Seattle, WA (2023)
La Londe Conference, Aix-Marseille Graduate School of Management, France (2023)
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 (2021)

"Effect of Political Ideology on Neutral Brand Preference"
Association for Consumer Research Conference, Denver, CO (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)

"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)

"The Price of Altruism: How Price Framing Can Promote Prosocial Purchasing"
Association for Consumer Research, Conference on Prosocial Behavior, Whistler, Canada (2018)

"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)

EXTERNAL GRANTS

- "Beyond Surface Ageism: Identifying and Addressing Hidden Psychological Barriers to Healthy Aging," Singapore MOE Tier 2 (T2EP40225-0030), 2026, Principal Investigator - $641,732.

INSTITUTIONAL SERVICE

Chair, Recruitment Committee	Singapore Management University (2022-present)
SMU Senate Member	Singapore Management University (2026-Present)
Management Core Curriculum Coordinator	Singapore Management University (2026-Present)
Faculty Recruitment Review Taskforce	Singapore Management University (2024)
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

Shan Lin	Ph.D.	Advisor	Singapore Management University
Wenjin Tang	Ph.D.	Thesis Committee	Nanyang Technological University
Shangwen Yi	Ph.D.	Thesis Committee	University of British Columbia (grad 2025)
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

Associate Editor
Journal of Consumer Psychology

Editorial Boards
Journal of Marketing Research
Journal of Consumer Psychology
International Journal of Research in Marketing

Journal Reviewer
Journal of Marketing Research
Journal of Consumer Research
Journal of Marketing
Journal of Consumer Psychology
International Journal of Research in Marketing
Journal of Retailing
Marketing Letters
Journal of Interactive Marketing
Journal of Business Research
Psychology & Marketing
International Journal of Consumer Studies

Funding Agency Grant Reviewer

Ministry of Education, Singapore, Tier 1 Research Grants, Internal reviewer
Ministry of Education, Singapore, Tier 2 Research Grants, Internal reviewer
Research Grants Council of Hong Kong
Social Sciences and Humanities Research Council of Canada
Israel Science Foundation

Professional Association Award Reviewer

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

Conference Committees

Association for Consumer Research, Chicago, IL (2026)
Association for Consumer Research, Washington, DC (2025)
Society for Consumer Psychology, Nashville, TN (2024)
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, Vancouver, BC (2019)
Society for Consumer Psychology, Savannah, GA (2019)