Simon J. Blanchard

CONTACT INFORMATION	Dean's Professor & Professor of Marketing McDonough School of Business Georgetown University, Washington, DC 20057 e-mail: sjb247@georgetown.edu

EDUCATION	*Pennsylvania State University, Ph.D. (Marketing)*	2006 – 2011
	Université de Montréal - HEC Montréal, Canada, M.Sc. (Intelligence d'affaires)	2004 – 2005
	Université de Sherbrooke, Canada, B.B.A. (Gestion de l'Information et Systèmes)	2000 – 2003

ACADEMIC APPOINTMENTS	*Georgetown University*	
	Professor	July 2025 –
	Dean's Professor	2022 –
	Academic Director of the MBA Certificate in Consumer Analytics	2018 –
	Associate Professor (with Tenure)	2017 – 2025
	Provost's Distinguished Associate Professor	2012 – 2025
	Beyer Family Associate Professor of Marketing	2019 – 2022
	Graham Family and Barket Family Faculty Fellow	2016 – 2019
	Assistant Professor of Marketing	2011 – 2017
	Dartmouth College, Visiting Associate Professor Tuck School of Business & Thayer School of Engineering	08/2018 – 12/2018
	Columbia University, Visiting Research Scholar (Sabbatical)	08/2017 – 12/2017

HONORS AND AWARDS	2024 American Marketing Association's Robert J. Lavidge Global Marketing Research Award
	2023 Best Paper in "Behavioral Finance" at the CFP Board's Colloquium: "Financial Mindfulness"
	2023 Marketing Science Institute Scholar
	2021 Poets & Quants 40-under-40 MBA Professor
	2021 *International Journal of Research in Marketing* Outstanding Reviewer Award
	2018-2019 *Journal of Consumer Research* Outstanding Reviewer Award
	2017 Marketing Science Institute Young Scholar
	2017's Faculty Research Award, McDonough School of Business, Georgetown University
	2015 Best Paper at the AMA's Advanced Research Technique Forum: "Beyond Pairwise Similarity"

RESEARCH AND SCHOLARLY ACTIVITIES	*Marketing*
	[19] **Blanchard, Simon J.**, Kelly M. Martin, Linda C. Salisbury (2026), "Consumer Financial Data Exchange: Marketing Meets Digital Finance and Open Banking." *International Journal of Research in Marketing*, conditionally accepted. [pre-print]
	[18] **Blanchard, Simon J.**, Nofar Duani, Aaron M. Garvey, Oded Netzer, Travis Oh (2025), "New Tools, New Rules: A Practical Guide to Effective and Responsible GenAI Use for Surveys and Experiments Research." *Journal of Marketing*, 89 (6), 119-139.* Equal contribution.

[17] Schoenmuller, Verena, **Simon J. Blanchard**, Gita V. Johar (2025) "Empowering Fake-News Mitigation: Insights from Sharers' Social Media Post-Histories." *Journal of Marketing Research*, 62(2), 316-341.

[16] **Blanchard, Simon J.** and Mike Palazzalo (2025) "Game Over? Assessing the Impact of Gamification Discontinuation on Mobile Banking Behaviors." *Marketing Science*, 44(3), 546-565. * Equal contribution.

[15] **Blanchard, Simon J.** and Remi Trudel (2024) "Life Insurance, Loss Aversion and Temporal Orientation: A Field Experiment and Replication with Young Adults." *Marketing Letters*, 53 (November), 575–587.

[14] **Blanchard, Simon J.**, Theodore J. Noseworthy, Ethan Pancer, and Max Poole (2023) "Extraction of visual information to predict crowdfunding success." *Production and Operations Management* (Marketing), 32, 4172-4189.

[13] Nenkov, Gergana, Linda Salisbury, **Simon J. Blanchard**, Alex Brown, Ron Hill, and Kelly Martin (2022) "Beyond Income: Dynamic Consumer Financial Vulnerability." *Journal of Marketing*, 87(5), 657-678.

[12] Sawant, Rajeev, Mahima Hada and **Simon J. Blanchard** (2021). "Contractual Discrimination in Franchise Relationships," *Journal of Retailing*, 97(3), 405-423.

[11] **Blanchard, Simon J.**, Tatiana Dyachenko, Keri L. Kettle (2020). "Locational Choices: Modeling Consumer Preferences for Proximity to Others at Reserved-Seating Venues," *Journal of Marketing Research*, 57(4).

[10] **Blanchard, Simon J.**, Mahima Hada and Kurt A. Carlson (2018). "Specialist Competitor Referrals: How Salespeople Can Use Competitor Referrals for Nonfocal Products to Increase Focal Product Sales." *Journal of Marketing*, 82 (4), 127-145.

[9] **Blanchard, Simon J.**, Daniel Aloise, Wayne S. DeSarbo (2017). "Extracting Summary Piles from Sorting Task Data" *Journal of Marketing Research*, 54 (3), 398-414.

[8] Garvey, Aaron G., **Simon J. Blanchard**, Karen P. Winterich (2017). "Turning Unplanned Overpayments into Status Signals: Benefits of Mentioning the Price Paid." *Marketing Letters*, 28(1), 71-83.

[7] Kettle, Keri L., Remi Trudel, **Simon J. Blanchard**, Gerald Haubl (2016). "Repayment Concentration and Consumer Motivation to Get Out of Debt." *Journal of Consumer Research*, 43 (3), 460-477.

[6] **Blanchard, Simon J.**, Kurt A. Carlson and Jamie D. Hyodo (2016). "The Favor Request Effect: Requesting a Favor from Consumers to Seal the Deal." *Journal of Consumer Research*, 42 (6), 985-1001.

[5] Carlson, Kurt A., Jared Wolfe, **Simon J. Blanchard**, Joel C. Huber and Dan Ariely (2015). "The Budget Contraction Effect: How Contracting Budgets Lead to Less Varied Choice." *Journal of Marketing Research*, 52 (3), 337-348.

[4] Hamilton, Rebecca, W., Debora V. Thompson, Zachary G. Arens, **Simon J. Blanchard**, Gerald Haubl, P.K. Kannan, Donald R. Lehmann, Margaret G. Meloy, Neal Roese, Manoj Thomas (2014). "Consumer Substitution Decisions: An Integrative Framework." *Marketing Letters*, 25 (3), 305-317.

[3] Kim, Sunghoon, **Simon J. Blanchard**, Wayne S. DeSarbo, and Duncan H.K. Fong (2013). "Implementing Managerial Constraints in Model Based Segmentation: Extensions of Kim, Fong, and DeSarbo (2012) with an Application to Heterogeneous Perceptions of Service Quality." *Journal of Marketing Research*, 50 (5), 664-673.

[2] **Blanchard, Simon J.**, Wayne S. DeSarbo, A. Selin Atalay, Nukhet Harmancioglu (2011). "Identifying Consumer Heterogeneity in Unobserved Categories." *Marketing Letters*, 23 (1), 177-194.

[1] DeSarbo, Wayne S., A. Selin Atalay, David LeBaron, and **Simon J. Blanchard** (2008). "Estimating Multiple Segment-Level Ideal Points from Context Dependent Survey Data." *Journal of Consumer Research*, 35 (June), 142-153.

Psychology and Psychological Methods

[5] Garbinsky, Emily N., **Simon J. Blanchard**, Lena Kim (2025) "Financial Mindfulness: A Scale." *Personality and Social Psychology Bulletin*, 51 (9), 1793-1809.

[4] **Blanchard, Simon J.** and Ishani Banerji. (2016) "Evidence-Based Recommendations for Designing Free-Sorting Experiments." *Behavior Research Methods*, 48 (4), 1318-1336.

[3] **Blanchard, Simon J.**, Kurt A. Carlson, and Margaret G. Meloy (2014). "Biased Predecisional Processing of Leading and Non-Leading Alternatives." *Psychological Science*, 25 (3), 812-816.

[2] **Blanchard, Simon J.**, Wayne S. DeSarbo (2013). "A New Zero-Inflated Negative Binomial Methodology for Latent Category Identification." *Psychometrika*, 78 (2), 322-340.

[1] **Blanchard, Simon J.**, Daniel Aloise and Wayne S. DeSarbo (2012). "Heterogeneous P-Median for Categorization Based Clustering." *Psychometrika*, 77 (4), 741-762.

Management Science and Operations

[6] Randel, Rodrigo, Daniel Aloise, **Simon J. Blanchard** and Alain Hertz (2021). "A Lagrangian-based score for assessing the quality of pairwise constraints in semi-supervised clustering," *Data Mining and Knowledge Discovery*, 35(6), 2341-2368.

[5] Moins, Theo, Daniel Aloise and **Simon J. Blanchard** (2020), "RecSeats: A Hybrid Convolutional Network Choice Model for Large Scale Seat Recommendations at Reserved Seating Venues," in *RecSys '20: Proceedings of the 20th ACM Conference on Recommender Systems*, September 2020.

[4] Pinerho, Daniel, Daniel Aloise, and **Simon J. Blanchard** (2020). "Convex Fuzzy k-Medoid Clustering." *Fuzzy Sets and Systems*, 389 (June), 66-92.

[3] Santi, Éverton, Daniel Aloise and **Simon J. Blanchard** (2016). "A Model for Clustering Using Heterogeneous Dissimilarity Matrices." *European Journal of Operations Research*, 253 (3), 659-672.

[2] DeSarbo, Wayne S., Qiong Wang, and **Simon J. Blanchard** (2010). "Exploring Intra-Industry Heterogeneity: The Identification of Latent Competitive Groups." *Journal of Modelling in Management*, 5 (2), 94-123.

[1] DeSarbo, Wayne S., A. Selin Atalay, and **Simon J. Blanchard** (2009). "A Three-Way Clusterwise Multidimensional Unfolding Procedure for the Spatial Representation of Context Dependent Preferences." *Computational Statistics and Data Analysis*, 53 (8), 3217-3230.

Invited Articles

[4] Ross, Gretchen, Margaret G. Meloy, **Simon J. Blanchard**, "Beyond the Thermostat: A Research Agenda for Distinguishing Consumer Thermoregulation from Retail Temperature Interventions Across the Customer Journey," *Journal of Retailing*, forthcomning.

[3] **Blanchard, Simon J.**, Jacob Goldenberg, Koen Pawels and David A. Schweidel (2022). "Promoting Data Richness in Consumer Research: How to Develop and Evaluate Articles with Multiple Data Sources" *Journal of Consumer Research*, 49(2), 359–372.

[2] Baumgartner, Hans, **Simon J. Blanchard** and David Sprott (2022), "The Critical Role of Methodological Pluralism for Policy-Relevant Empirical Research," *Journal of Public Policy & Marketing*, 41(3), 203-205.

[1] **Blanchard, Simon J.**, and Debora Thompson (2020), "Introduction to the Special Issue for the 11th Triennial Invitational Choice Symposium." *Marketing Letters*, 31, 321-322. * invited editorial.

Book Chapters

[2] **Blanchard, Simon J.**, and Elizabeth Milsark "Research Designs for Evaluating the Effects of Terms of Service and Privacy Policies on Consumer Understanding and Behavior." Accepted at the *Handbook of Marketing and Public Policy*.

[1] DeSarbo, Wayne S., **Simon J. Blanchard**, and A. Selin Atalay (2008). "A New Spatial Classification Methodology For Simultaneous Segmentation, Targeting, and Positioning For Marketing Research," *Review of Marketing Research*, 5 (December), 75-103.

Grants

[3] **Blanchard, Simon J.**, Tatiana Dyachenko and Keri L. Kettle (2019), Marketing Science Institute grant "Consumer Locational Choices."

[2] **Blanchard, Simon J.**, Tatiana Dyachenko and Keri L. Kettle (2019), PennState Sports Business Research Center grant "Consumer Locational Choices."

[1] Daniel Aloise and **Simon J. Blanchard** (2013-2015) "Theory and Practice of Operations Research as Applied to Consumer Segmentation," Universal Edital (Grant) from Brazil's National Council for Scientific and Technological Development.

PRESENTATIONS *2026*
- Seminars: TRAP Lab†, University of Miami†
- Keynote: Symposium on Artificial Intelligence in Marketing 2025†

2025
- Seminars: Queen's University, Temple University, WU Vienna
- Other: Marketing Science Institute Webinar, Filene Institute Webinar, Gamifying Inclusion (Accion)

2024
- Seminars: Stanford University, Duke University (Common Cents Lab), LeHigh University, Temple University (Global Institute for Artificial Intelligence & Business Analytics), Carnegie Mellon University (Center for Behavioral and Decision Research)
- Conferences: Colorado Financial Decision-Making Conference, Marketing and Public Policy Conference, Association for Consumer Research Conference
- Other: Canadian Bar Association's Panel on AI/API Disclosures

2023
- Seminars: University of Colorado, Tulane University, Ohio State University
- Conferences: Marketing Science Institute Scholar Conference, Association for Consumer Research Conference, JM-Virtual Symposium on Research-based Apps, Center for Financial Planning Conference

2022
- Seminars: Cornell University
- Conferences: ACR Workshop on Data from the Field

2021
- Seminars: Boston College, Simon Fraser University, Johns Hopkins University
- Conferences: 5th Consumer Financial Protection Bureau Research Conference

2020
- Seminars: University of Michigan (Ross), University of Notre Dame (Mendoza)
- Conferences: 2020 invitational winter JDM symposium (Utah), ACR Knowledge Forum (Shedding light on the invisible)
- Other: Consumer Financial Protection Bureau Tech Sprint (Adverse action notices)

2019
- Seminars: University of California at San Diego (Rady)
- Conferences: 2019 Workshop in Management Science (Chile), Theory and Practice in Marketing (Columbia)

2018
- Seminars: University of Chicago (Booth), Boston College, Dartmouth College (Tuck), Nanyang Business School (NTU), University of Southern California (Marshall), Fudan University, ShanghaiTech University, McGill University (Bensadoun)
- Conferences: INFORMS Marketing Science

2017
- Seminars: UC Davis, Erasmus University (Rotherdam School of Management), University of Manitoba, University of Cambridge, GERAD, Iowa State University, Temple University (Global Center on Big Data and Mobile Analytics), Columbia Business School (Lang Entrepreneurship Center), Columbia Business School (Marketing).
- Conferences: Marketing Science Institute Young Scholar Conference.
- Workshops & Demos: AMA Advanced Research Techniques Forum, MATHPSYCH/ICCM 2017.

2016
- Seminars: Boston University, Korea Advanced Institute of Science and Technology, Tokyo University of Science, Drexel University.
- Conferences: INFORMS Marketing Science.
- Symposium: Disclosures Session at 10th Invitational Choice Symposium.

2015
- Seminars: Duke University (Center for Advanced Hindsight), Concordia University's Centre for Multidisciplinary Behavioural Business Research (CMBBR), University of Maryland, McGill University, Peking University, City University of New York (Baruch College).
- Conferences: Association for Consumer Research, Marketing Science, AMA Advanced Research Techniques (ART) Forum, Marketing and Communication Conference (La Londe), American Psychological Convention.

2014
- Seminars: Young & Rubicam NYC.

2013
- Seminars: McGill University (Quantitative Psychology), University of Kentucky, Universidade Federal do Rio Grande do Norte (Operations Research), Penn State, University of Miami.
- Conferences: INFORMS Marketing Science Conference.
- Symposium: Effective Substitution session at 9th Invitational Choice Symposium (Erasmus School of Economics).

2012 (and prior)
- Seminars (2010): Boston College, Erasmus University, Georgetown University, Indiana University, Ohio State University, University of Delaware, Temple University.
- Conferences: INFORMS Marketing Science Conference (2010, 2012), Society for Judgment and Decision Making (2008), Association for Consumer Research (2008), Max Planck Institute (Summer Institute on Bounded Rationality, Berlin), 18th Mini Euro Conference on Variable Neighbourhood Search (Spain, 2005).
- Symposium: Haring Symposium (Indiana University, 2009).

EDITORSHIPS, EDITORIAL BOARDS AND REVIEWING ACTIVITIES

Editorship
- Co-editor, Journal of Marketing Research (2026-2029)

Associate Editor
- Journal of Marketing (2023-2025)
- Journal of Marketing Research (2022-2025)
- International Journal Research in Marketing (2021-2025)
- Journal of Consumer Research (2019-2025)

Editorial Review Boards
- Journal of Marketing (2020-2023)
- Journal of Marketing Research (2017-2022)
- International Journal of Research in Marketing (2016-2021)
- Journal of Consumer Research (2018-2019)

Guest Editor
- Marketing Letters (2019-2020): Special issue of the 11th Triennial Invitational Choice Symposium

Award Judge
- Jury Member, Steenkamp Long Term Impact Award, International Journal of Research in Marketing, 2024
- Jury Member, TechSig Doctoral Student Award, American Marketing Association, 2024
- Jury Member, Ferber Award, Journal for Consumer Research, 2022
- Co-chair, John A. Howard Doctoral Dissertation Award, American Marketing Association, 2021-2022, 2022-2023
- Committee Member, Robert J. Lavidge Global Marketing Research Award, American Marketing Association, 2019

Conference Committees
- Program Committee Member, Association for Consumer Research (2021), Society for Consumer Psychology (2019), Advanced Research Techniques (ART) Forum (2016).
- Associate Editor/Track Chair: Summer AMA 2014 (Research), Summer AMA 2019, SCP 2020, SCP 2023.

TEACHING, MENTORING AND ADVISING

Undergraduate Courses
- Marketing Intelligence: 2021-2022
- Principles of Marketing: 2012-2016

Graduate Courses: MBA
- AI and Marketing, 2026-present
- Digital Marketing: 2018-2022, 2025-present
- Customer Analytics Practicum: 2023-2025
- Marketing Research: 2021-2022
- Analytical Problem Solving (MBA Core): 2018-2020

Graduate Courses: MSBA
- Research Design: 2021-present

Student Supervision
- Daniel P. Pinhero (2020), Universidade Federal do Rio Grande do Norte, Brazil. External committee member for PhD in Electrical and Computer Engineering.
- Everton Santi (2016), Universidade Federal do Rio Grande do Norte, Brazil. External committee member for PhD in Electrical and Computer Engineering.

SERVICE

McDonough School of Business
- Academic Director of the MBA Certificate for Consumer Analytics and Insights, 2018-present
- McDonough School of Business Committee on Rank and Tenure (MCRT), 2025-present
- Faculty Review Appeal Committee (FRAC) member, 2018-2020, 2022-present
- MBA Program Curriculum Revision Implementation Committee, 2025-2026
- MBA Program Curriculum Review Committee, 2023-2024
- Advisory Committee Member, Master's of Science in Finance, 2020
- Co-headed marketing area recruiting, 2011-2017
- Committee member for the Undergraduate Curriculum Committee, 2013-2015
- Marketing faculty representative for Business Undergraduates Interested in Leadership Development (BUILD), 2013-2017

University
- Georgetown Research Executive Committee, 2018-2021
- Georgetown University Honor Council, 2015-2018

Professional Organizations
- INFORMS Society for Marketing Science, VP of External Relations, 2024-present
- Association for Consumer Research, Methods Workshop Co-Chair, 2023
- Society for Consumer Psychology, Publication Ethics Committee Member, 2021-present
- American Marketing Association, Academic Council Member, 2018-2021
- American Marketing Association, Summer Conference Co-Chair, 2020
- Triennial Invitational Choice Symposium, Conference Co-Chair, 2019

Media and Outreach

1. December 2025, **Yahoo Finance!**: Could a 50-year mortgage make homes more affordable? [link]

2. November 2025, **New York Times**: Buying a House Is Expensive. But There Are Some Ways to Rein In Costs. [link]

3. November 2025, **Washington Post**: Trump's 50-year mortgage scheme is a terrible idea. Here's why. [link]

4. June 2025, **AOL.com**: 4 Money Management Benefits of Keeping Your Bank Accounts Organized [link]

5. April 2025, **Investopedia**: Is 'Financial Mindfulness' the Key to Unlocking Your Financial Goals? [link]

6. January 2025, **CNN**: Millennials are giving Gen Z advice for their first potential recession, [link]

7. January 2025, **Fortune**: Want to make smarter investment moves in 2025? This habit can make it happen, [link]

8. December 2024, **Triple Pundit**: These Behavioral Science Strategies Can Help Financial Providers Bridge the Racial Wealth Gap, [link]

9. November 2024, **The Daily Meal**: The Only 3 States In The Country That Don't Have A Costco, [link]

10. November 2024, **NPR Academic Minute**: Mindfulness Meets Money, [link]

11. October 2024, **The Conversation**: Being mindful about your bank account can bring more than peace of mind - a researcher explains the payoff, [link]

12. July 2024, **Mastercard Center for Inclusive Growth**: Digital transformation: Tapping into digital partnerships to build financial resilience, [link]

13. July 2024, **Cornell Chronicle**: Acceptance seen as a key to 'financial mindfulness', [link]

14. June 2024, **CNBC**: Your Money 55-year-old Americans are 'critically underprepared' for retirement, survey finds, [link]

15. February 2024, **Business Insider**: Capital One Discover Acquisition: What It Means for Customers, [link]

16. December 2023, **NPR Marketplace**: Why a 0.08% Drop in the Mortgage Rate Might Seem Bigger Than That, [link]

17. November 2023, **The Messenger**: The Rich Have Lousy Credit Scores Too, [link]

18. August 2023, **Wall Street Journal**: Why Verizon, AT&T, and T-Mobile Want to Access Your Bank Account, [link]

19. February 2023, **CNBC**: The Costco Customer is Younger and Richer Than Ever. Here's Why, [link]

20. July 2022, **NPR Marketplace**: Spending is Up But Consumers Worried About Economy, [link]

21. July 2022, **Grow**: Amazon Prime Day: How Not to Overspend, [link]

22. June 2022, **NerdWallet**: Amid Inflation, Shop Back-to-School Early - But Not All at Once, [link]

23. April 2022, **CNBC**: Many Cash-Strapped Americans Feel Sting as the Cost of Living Spikes, [link]

24. May 2022, **New York Times**: Home Buying, Mortgage Rates, Real Estate, [link]

25. May 2022, **CNBC**: How to Beat Inflation with Memorial Day Sales, [link]

26. November 2020, **Debt.org**: Debt Avalanche, [link]

27. October 2020, **AMA**: You Might Want to Sit Down for This: Modeling Consumer Seating Preferences, [link]

28. June 2020, **Reviewed**: How to Pay Off Credit Card Debt, [link]

29. April 2020, **Adweek**: Online Investment Tools See a Boost Amid Economic Uncertainty, [link]

30. February 2020, **Forbes**: Fintechs Circle as Visa Readies Interchange Rate Increases, [link]

31. November 2019, **Your Money Geek**: Dave Ramsey Wrong on Debt Snowball, [link]

32. August 2019, **Self**: Snowball Strategy for Debt, [link]

33. June 2019, **Morning Consult**: Free from Memory of the Great Recession, Gen Z Charts Own Economic Path, [link]

34. May 2019, **CNBC**: How to Form Better Money Habits, [link]

35. April 2019, **OppLoans**: Strategies to Pay Off Debt, [link]

36. August 2018, **Forbes**: How to Kick Debt to the Curb: Advice from the Experts, [link]

37. November 2018, **Forbes**: Debt: How to Help Your Clients Escape It - and Use It, [link]

38. April 2017, **Business Insider**: Most Effective Debt Repayment, [link]

39. April 2017, **CNBC**: How to Pay Off Credit Card Debt, [link]

40. March 2017, **BNN Bloomberg (Video)**: Pattie Lovett-Reid: Want to Pay Down Your Debt Fast? Here's How, [link]

41. March 2017, **BNN Bloomberg**: Pattie Lovett-Reid: Want to Pay Off Your Debt Faster? Here's How, [link]

42. March 2017, **Fortune**: Tax Filing Season 2017: Tax Refund, [link]

43. March 2017, **NBC News**: More Rate Hikes Coming. Here's Best Way to Pay Your Debts, [link]

44. March 2017, **Lifehacker**: More Research Shows That the Snowball Method is the Best Debt Payoff Strategy, [link]

45. February 2017, **MoneyTalksNews**: Science Finally Reveals the Best Method for Destroying Debt, [link]

46. January 2017, **Equities**: Read This Before You Open a Credit Card for Your Business, [link]

47. January 2017, **The Motley Fool**: Research Says You Should Pay Off Debt Like This, [link]

48. January 2017, **CBS News**: What Research Says About Erasing Credit Card Debt, [link]

49. December 2016, **Harvard Business Review**: Research: The Best Strategy for Paying Off Credit Card Debt, [link]

50. May 2016, **Huffpost**: If I Ask for a Favor, Will You Buy?, [link]

51. May 2016, **Psychology Today**: The Power of Merely Requesting a Favor, [link]