

Simon J. Blanchard

CONTACT INFORMATION	Provost's Distinguished Professor Beyer Family Associate Professor McDonough School of Business Georgetown University, Washington, DC 20057	e-mail: sjb247@georgetown.edu
ACADEMIC APPOINTMENTS	<i>Georgetown University</i> Provost's Distinguished Associate Professor Beyer Family Associate Professor of Marketing Director of the MBA Certificate in Consumer Analytics and Insights Associate Professor (with tenure) Graham Family and Barket Family Faculty Fellow Assistant Professor of Marketing <i>Dartmouth College</i> , Visiting Associate Professor Tuck School of Business & Thayer School of Engineering <i>Columbia University</i> , Visiting Research Scholar (Sabbatical)	2022 – 2019 – July 2018 – 2017 – 2016 – 2019 2011 – 2017 08/2018 – 12/2018 08/2017 – 12/2017
EDUCATION	<i>Pennsylvania State University</i> , Ph.D. (Marketing) <i>Université de Montréal - HEC Montréal</i> , Canada, M.Sc. (Management Science) <i>Université de Sherbrooke</i> , Canada, B.B.A.	2006 – 2011 2004 – 2005 2000 – 2003
SCHOLARLY INTERESTS	<i>Marketing research methods</i> : locational choices; multiple card sorting task; context-dependent preference elicitation tasks <i>Latent heterogeneity models of consumer decision-making</i> : Unsupervised learning models; Semi-supervised learning models; latent heterogeneity in categorization judgments; metaheuristics <i>Consumer financial decision-making</i> : Credit card debt repayment decisions; framing of income; debt repayment concentration; prize-linked savings; salesperson tactics; financial vulnerability	
SELECTED HONORS AND AWARDS	2021 Poets & Quants 40-under-40 MBA Professor 2021 <i>International Journal of Research in Marketing</i> Outstanding Reviewer Award 2018-2019 <i>Journal of Consumer Research</i> Outstanding Reviewer Award 2017 Marketing Science Institute Young Scholar 2017's Faculty Research Award, McDonough School of Business, Georgetown University Best paper award at the American Marketing Association's 2015 Advanced Research Technique (ART) Forum for "Beyond Pairwise Similarity: The Category Covering Problem for the Analysis of Sorting Task Data in Marketing Research".	
	Grants <ul style="list-style-type: none">Marketing Science Institute grant for a proposal entitled "Consumer Locational Choices," with Tatiana Dyachenko.PennState Sports Business Research Center grant for a proposal entitled "Consumer Locational Choices," with Tatiana Dyachenko.Universal Edital (Grant) from Brazil's National Council for Scientific and Technological Development for a proposal entitled "Theory and Practice of Operations Research as Applied to Consumer Segmentation." with Daniel Aloise (2013-2015).	

Published articles

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). * the first two authors contributed equally.

- Note: Provided the first examination and task to study heterogeneous locational choices (i.e., how people choose to sit at events). See seatmaplab.com

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

- Note: Provided evidence on how to best design for card sorting tasks.

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.

- Note: Introduced a novel way to assess pre-decisional distortion of attribute information.

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

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

- Note: Introduced the multiple card sorting task. Doctoral dissertation.

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.

- Note: Introduced a novel preference elicitation task for context-dependent preferences.

Select articles in progress

Blanchard, Simon J., Jacob Goldenberg, Koen Pawels and David A. Schweidel, "Developing Successful Data-rich Research: Writing and Reviewing Consumer Research using Multiple Types of Data Sources" *Journal of Consumer Research*, invited article.

Baumgartner, Hans, Simon J. Blanchard and David Sprott "The Critical Role of Methodological Pluralism for Policy-Relevant Empirical Research" *Journal of Public Policy & Marketing*, invited commentary.

Published articles

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

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. Acceptance rate: 18%.

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

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

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.

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.

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

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

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.

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.

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.

Select articles in progress

Verena Schoenmuller, Simon J. Blanchard, Gita V. Johar "Who Will Share Fake-News on Twitter? Psycholinguistic Cues in Online Post Histories Discriminate Between Actors in the Misinformation Ecosystem."

-Note: We use text mining to identify those who are likely to share misinformation.

Simon J. Blanchard*, Theodore J. Noseworthy*, Ethan Pancer, and Max Poole "The Informational Value of Image Details in Crowdfunding: An Application to Visual Ambiguity."

-Note: We use machine learning models to quantify the informational value of image details in predicting crowdfunding success.

ARTICLES ON
CONSUMER
FINANCIAL
DECISION-MAKING

Published articles

Simon J. Blanchard and Kurt A. Carlson (2020). "Assessing Investor Biases Emerging from the Reading of Financial-analyst Reports: Distortion of Information to Support Directional and Volatility-based Leanings." PsyArXiv <https://doi.org/10.31234/osf.io/we4ax>

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.

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.

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.

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.

Select articles in progress

Gergana Nenkov, Linda Salisbury, Simon J. Blanchard, Alex Brown, Ron Hill, and Kelly Martin "Consumer Financial Vulnerability: Novel Insights for Theory, Practice, and Public Policy." In preparation for 3rd round review at *Journal of Marketing*.

Simon J. Blanchard, Remi Trudel and Beatriz Pereira "Windfall Moments: Framing Tax Refunds to Increase Debt Repayments Among Indebted Consumers."

Remi Trudel, Simon J. Blanchard, Keri Kettle "Heterogeneous Effects of Unusual Spending Notifications on Credit Card Repayment."

Remi Trudel and Simon J. Blanchard "Encouraging Life Insurance Purchasing Among Young Adults."

Published articles

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

Sawant, Rajeev, Mahima Hada and Simon J. Blanchard (2021). "Contractual Discrimination in Franchise Relationships," forthcoming at the *Journal of Retailing*.

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.

Select articles in progress

Sean Blair, and Simon J. Blanchard "When Expertise is Extraneous: The Creator's Own Need as a Heuristic Cue for Product Quality."

PRESENTATIONS

2022

- Seminars: Cornell University, University of Colorado (Boulder)†

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.

PRESENTATIONS
(CONTINUED)

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).

TEACHING
EXPERIENCE

Georgetown University - Graduate Programs

Marketing Research, MBA

- 2021-present.

Research Design, MS in Business Analytics

- 2021-present. Average instructor rating: 4.7/5

Digital Advertising, MBA

- 2018-present. Average instructor rating: 5/5 (4.97; across 7 sections)

Analytical Problem Solving (Core MBA analytics, co-taught with Operations)

- 2018-2020. Average instructor rating: 4.6/5 (across 13 section)

Georgetown University - Undergraduate Program

Marketing Intelligence

- 2021-present. Average instructor rating: 4.8/5 (across 2 sections)

Principles of Marketing

- 2012-2016. Average instructor rating: 4.9/5 (across 18 sections)

STUDENT
SUPERVISION

Everton Santi ('16), Universidade Federal do Rio Grande do Norte, Brazil. External committee member for PhD in Electrical and Computer Engineering.

Daniel P. Pinheiro ('20), Universidade Federal do Rio Grande do Norte, Brazil. External committee member for PhD in Electrical and Computer Engineering.

SERVICE TO
GEORGETOWN
UNIVERSITY

Georgetown University Committees & Service

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

McDonough School of Business & Committees & Service

- Director of the MBA Certificate for Consumer Analytics and Insights, 2018-present
- Advisory Committee for the Master's of Science in Finance, 2020-present
- Committee member for the Undergraduate Curriculum Committee, 2013-2015
- Faculty Review Appeal Committee (FRAC) member, 2018-2020
- Co-headed marketing area recruiting, 2011-2017
- Marketing faculty representative for Business Undergraduates Interested in Leadership Development (BUILD), 2013-2017

SERVICE TO THE
FIELD

Editorships:

- Journal of Consumer Research (2020-present): Associate Editor
- International Journal of Research in Marketing (2021-present): Associate Editor
- Marketing Letters (2019-2020): Guest editor for the special issue of the 11th Triennial Invitational Choice Symposium, with Debora Thompson

Editorial Review Boards:

- Journal of Marketing (2020-present)
- Journal of Marketing Research (2017-present)
- International Journal of Research in Marketing (2016-2021)
- Journal of Consumer Research (2018-2019)

Association Committees:

- Triennial Invitational Choice Symposium Steering Committee Member (2019-present)
- Society for Consumer Psychology Publication Ethics Committee (2021-present)
- AMA Academic Council Member (2018-2021)

Award committees:

- Co-chair for the 2021-2022 John A. Howard Doctoral Dissertation Award (AMA)
- Committee Member for the 2019 Robert J. Lavidge Global Marketing Research Award (AMA)

Ad-hoc Reviewer:

- *Marketing*: Marketing Science, Journal of Marketing, Marketing Letters, Journal of Interactive Marketing.
- *Quantitative Methods*: Psychometrika, Production and Operations Management, Psychological Methods, Journal of Classification, Computers and Operations Research, Multivariate Behavioral Research.
- *Psychology*: Psychological Science, Organizational Behavior and Human Decision Processes, Judgment and Decision Making.

Conference Committees:

- Conference Co-Chair (with Girish Malapragada and Amber Epp), Summer AMA (2020), San Francisco, CA.
- Conference Co-Chair (with Debora Thompson), 11th Triennial Invitational Choice Symposium (2019), Cambridge, MD.
- Program Committee Member: Association for Consumer Research (2021), Seattle, WA. Society for Consumer Psychology (2019), Savannah, GA. Advanced Research Techniques (ART) Forum (2016), Boston, MA.
- Associate Editor/Track Chair: Summer AMA 2014 (Research), Summer AMA 2019 (Consumer 360; mixed methods research), SCP 2020.
- Symposium Co-Chair (Symposium on Effective Disclosures with Sunita Sah). 10th Triennial Invitational Choice Symposium (2016), Lake Louise, AB.

Grant Reviewer:

- FQRSC, Quebec National Foundation for Social Sciences.

MEDIA COVERAGE Discussions in the media relating to helping consumers with consumer finances and new technologies. Sample coverage includes:

- *Live TV*: WUSA, ABCDC, and FOX5
- *Op-eds*: Forbes, Fortune, Psychology Today, The Hill.
- *Business outlets*: Harvard Business Review, Bloomberg, Business Insider, Business News Network (Canada), Motley Fool, Equities, Knowledge@Wharton, CXO Today.
- *Consumer outlets*: NBC News, CBS News, CTV, Winnipeg Free Press, Reuters, MSN Money, Time.com, C—NET, Boston Globe, Toronto Star, Slate, Yahoo News!