

Simon J. Blanchard

Dean's Professor & Professor of Marketing · McDonough School of Business, Georgetown University

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EDUCATION

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

ACADEMIC APPOINTMENTS

Georgetown University

- Professor July 2025-
- Dean's Professor 2022-
- Academic Director, 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 2018

Columbia University

- Visiting Research Scholar (Sabbatical) 2017

HONORS & AWARDS

- 2025 Finalist, AMA/Marketing Science Institute/H. Paul Root Award
- 2025 Finalist, Paul E. Green/Vithala R. Rao Award
- 2024 American Marketing Association's Robert J. Lavidge Global Marketing Research Award
- 2023 Best Paper in "Behavioral Finance," CFP Board 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
- 2018-19 *Journal of Consumer Research* Outstanding Reviewer Award
- 2017 Marketing Science Institute Young Scholar
- 2017 Faculty Research Award, McDonough School of Business, Georgetown University
- 2015 Best Paper, AMA Advanced Research Technique Forum: "Beyond Pairwise Similarity"

RESEARCH & SCHOLARLY ACTIVITIES

Marketing

- 19 Blanchard, Simon J., Kelly D. Martin, Linda Court Salisbury (2026). "Consumer Financial Data Exchange: Marketing Meets Digital Finance and Open Banking." *International Journal of Research in Marketing* conditionally accepted doi:10.1016/j.ijresmar.2026.01.004
- 18 Blanchard, Simon J., Nofar Duani, Aaron M. Garvey, Oded Netzer, Travis Tae 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), 100-118. doi:10.1177/00222429251349882
- ★ 2025 Finalist, AMA/Marketing Science Institute/H. Paul Root Award
- ♦ Equal contribution
- 17 Schoenmueller, Verena, Simon J. Blanchard, Gita Venkataramani Johar (2025). "Who Shares Fake News? Uncovering Insights from Social Media Users' Post Histories." *Journal of Marketing Research*, 62(2), 316-341. doi:10.1177/00222437241281873
- ★ 2025 Finalist, Paul E. Green/Vithala R. Rao Award
- 16 Blanchard, Simon J., Mike Palazzalo (2025). "Game Over? Assessing the Impact of Gamification Discontinuation on Mobile Banking Behaviors." *Marketing Science*, 44(3), 546-565. doi:10.1287/mksc.2023.0345
- ♦ Equal contribution
- 15 Blanchard, Simon J., Remi Trudel (2024). "Life Insurance, Loss Aversion and Temporal Orientation: A Field Experiment and Replication with Young Adults." *Marketing Letters*, 53(November), 575-587. doi:10.1007/s11002-023-09712-4

- 14 Blanchard, Simon J., Theodore J. Noseworthy, Ethan Pancer, Max Poole (2023). "Extraction of Visual Information to Predict Crowdfunding Success." *Production and Operations Management* (Marketing), 32(12), 4172-4189. doi:10.1111/poms.14083
- 13 Salisbury, Linda Court, Gergana Y. Nenkov, Simon J. Blanchard, Ronald Paul Hill, Alexander L. Brown, Kelly D. Martin (2023). "Beyond Income: Dynamic Consumer Financial Vulnerability." *Journal of Marketing*, 87(5), 657-678. doi:10.1177/00222429221150910
- 12 Sawant, Rajeev, Mahima Hada, Simon J. Blanchard (2021). "Contractual Discrimination in Franchise Relationships." *Journal of Retailing*, 97(3), 405-423. doi:10.1016/j.jretai.2020.11.008
- 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). doi:10.1177/0022243720941525
- 10 Blanchard, Simon J., Mahima Hada, 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. doi:10.1509/jm.16.0269
- 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. doi:10.1509/jmr.15.0388
★ 2015 Best Paper, AMA Advanced Research Technique Forum
- 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. doi:10.1007/s11002-015-9383-9
- 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. doi:10.1093/jcr/ucw037
- 6 Blanchard, Simon J., Kurt A. Carlson, 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. doi:10.1093/jcr/ucw005
- 5 Carlson, Kurt A., Jared Wolfe, Simon J. Blanchard, Joel C. Huber, Dan Ariely (2015). "The Budget Contraction Effect: How Contracting Budgets Lead to Less Varied Choice." *Journal of Marketing Research*, 52(3), 337-348. doi:10.1509/jmr.10.0243
- 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 Reese, Manoj Thomas (2014). "Consumer Substitution Decisions: An Integrative Framework." *Marketing Letters*, 25(3), 305-317. doi:10.1007/s11002-014-9313-2
- 3 Kim, Sunghoon, Simon J. Blanchard, Wayne S. DeSarbo, 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. doi:10.1177/002224371305000512
- 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. doi:10.1007/s11002-011-9145-2
- 1 DeSarbo, Wayne S., A. Selin Atalay, David LeBaron, Simon J. Blanchard (2008). "Estimating Multiple Segment-Level Ideal Points from Context Dependent Survey Data." *Journal of Consumer Research*, 35(June), 142-153. doi:10.1086/529534

Psychology & 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. doi:10.1177/01461672241265995
★ 2023 Best Paper in "Behavioral Finance," CFP Board Colloquium: Financial Mindfulness
- 4 Blanchard, Simon J., Ishani Banerji (2016). "Evidence-Based Recommendations for Designing Free-Sorting Experiments." *Behavior Research Methods*, 48(4), 1318-1336. doi:10.3758/s13428-015-0644-6
- 3 Blanchard, Simon J., Kurt A. Carlson, Margaret G. Meloy (2014). "Biased Predecisional Processing of Leading and Non-Leading Alternatives." *Psychological Science*, 25(3), 812-816. doi:10.1177/0956797613512663
- 2 Blanchard, Simon J., Wayne S. DeSarbo (2013). "A New Zero-Inflated Negative Binomial Methodology for Latent Category Identification." *Psychometrika*, 78(2), 322-340. doi:10.1007/s11336-012-9315-z
- 1 Blanchard, Simon J., Daniel Aloise, Wayne S. DeSarbo (2012). "Heterogeneous P-Median for Categorization Based Clustering." *Psychometrika*, 77(4), 741-762. doi:10.1007/s11336-012-9283-3

Management Science & Operations

- 6 Randel, Rodrigo, Daniel Aloise, Simon J. Blanchard, 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. doi:10.1007/s10618-021-00794-0
- 5 Moins, Theo, Daniel Aloise, Simon J. Blanchard (2020). "RecSeats: A Hybrid Convolutional Network Choice Model for Large Scale Seat Recommendations at Reserved Seating Venues." *RecSys '20: Proceedings of the 20th ACM Conference on Recommender Systems*.
- 4 Pinheiro, Daniel, Daniel Aloise, Simon J. Blanchard (2020). "Convex Fuzzy k-Medoid Clustering." *Fuzzy Sets and Systems*, 389(June), 66-92. doi:10.1016/j.fss.2020.01.001
- 3 Santi, Éverton, Daniel Aloise, Simon J. Blanchard (2016). "A Model for Clustering Using Heterogeneous Dissimilarity Matrices." *European Journal of Operations Research*, 253(3), 659-672. doi:10.1016/j.ejor.2016.03.033
- 2 DeSarbo, Wayne S., Qiong Wang, Simon J. Blanchard (2010). "Exploring Intra-Industry Heterogeneity: The Identification of Latent Competitive Groups." *Journal of Modelling in Management*, 5(2), 94-123. doi:10.1108/17465661011060970

- 1 DeSarbo, Wayne S., A. Selin Atalay, 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.
doi:10.1016/j.csda.2008.04.011

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* forthcoming
- 3 Blanchard, Simon J., Jacob Goldenberg, Koen Pauwels, 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, 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., 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., Elizabeth Milsark. "Research Designs for Evaluating the Effects of Terms of Service and Privacy Policies on Consumer Understanding and Behavior." *Handbook of Marketing and Public Policy* accepted
- 1 DeSarbo, Wayne S., Simon J. Blanchard, 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

- 2019 Blanchard, S.J., Dyachenko, T., Kettle, K.L. "Consumer Locational Choices." *Marketing Science Institute*.
- 2019 Blanchard, S.J., Dyachenko, T., Kettle, K.L. "Consumer Locational Choices." *PennState Sports Business Research Center*.
- 2013-15 Aloise, D., Blanchard, S.J. "Theory and Practice of Operations Research as Applied to Consumer Segmentation." *Brazil's National Council for Scientific and Technological Development*.

EDITORSHIPS & EDITORIAL SERVICE

EDITOR

Journal of Marketing Research — Co-editor 2026-2029

ASSOCIATE EDITOR

Journal of Marketing 2023-2025
Journal of Marketing Research 2022-2025
International Journal of 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 — Special Issue, 11th Triennial Invitational Choice Symposium 2019-2020

TEACHING

Undergraduate

Marketing Intelligence 2021-2022
 Principles of Marketing 2012-2016

Graduate — MBA

AI and Marketing 2026-present
 Digital Marketing 2018-22, 2025-
 Customer Analytics Practicum 2023-2025
 Marketing Research 2021-2022
 Analytical Problem Solving (Core) 2018-2020

Graduate — MSBA

Research Design 2021-present

MEDIA & PUBLIC OUTREACH

Dec 2025 Yahoo Finance — Could a 50-year mortgage make homes more affordable?

Nov 2025 New York Times — Buying a House Is Expensive. But There Are Some Ways to Rein In Costs.

Nov 2025 Washington Post — Trump's 50-year mortgage scheme is a terrible idea. Here's why.

Jun 2025 AOL.com — 4 Money Management Benefits of Keeping Your Bank Accounts Organized.

Apr 2025 Investopedia — Is 'Financial Mindfulness' the Key to Unlocking Your Financial Goals?

Jan 2025 CNN — Millennials are giving Gen Z advice for their first potential recession.

Jan 2025 Fortune — Want to make smarter investment moves in 2025? This habit can make it happen.

Dec 2024 Triple Pundit — These Behavioral Science Strategies Can Help Financial Providers Bridge the Racial Wealth Gap.

Nov 2024 The Daily Meal — The Only 3 States In The Country That Don't Have A Costco.

Nov 2024 NPR Academic Minute — Mindfulness Meets Money.

Oct 2024 The Conversation — Being mindful about your bank account can bring more than peace of mind.

Jul 2024 Mastercard Center for Inclusive Growth — Digital transformation: Tapping into digital partnerships to build financial resilience.

Jul 2024 Cornell Chronicle — Acceptance seen as a key to 'financial mindfulness'.

Jun 2024 CNBC — 55-year-old Americans are 'critically underprepared' for retirement.

Feb 2024 Business Insider — Capital One-Discover Acquisition: What It Means for Customers.

Dec 2023 NPR Marketplace — Why a 0.08% Drop in the Mortgage Rate Might Seem Bigger Than That.

Nov 2023 The Messenger — The Rich Have Lousy Credit Scores Too.

Aug 2023 Wall Street Journal — Why Verizon, AT&T, and T-Mobile Want to Access Your Bank Account.

Feb 2023 CNBC — The Costco Customer is Younger and Richer Than Ever. Here's Why.

Jul 2022 NPR Marketplace — Spending is Up But Consumers Worried About Economy.

Jul 2022 Grow (Acorns) — Amazon Prime Day: How Not to Overspend.

Jun 2022 NerdWallet — Amid Inflation, Shop Back-to-School Early — But Not All at Once.

May 2022 New York Times — Home Buying, Mortgage Rates, Real Estate.

May 2022 CNBC — How to Beat Inflation with Memorial Day Sales.

Apr 2022 CNBC — Many Cash-Strapped Americans Feel Sting as the Cost of Living Spikes.

Nov 2020 Debt.org — Debt Avalanche.

Oct 2020 AMA — You Might Want to Sit Down for This: Modeling Consumer Seating Preferences.

Jun 2020 Reviewed — How to Pay Off Credit Card Debt.

Apr 2020 Adweek — Online Investment Tools See a Boost Amid Economic Uncertainty.

Feb 2020 Forbes — Fintechs Circle as Visa Readies Interchange Rate Increases.

Nov 2019 Your Money Geek — Dave Ramsey Wrong on Debt Snowball.

Aug 2019 Self — Snowball Strategy for Debt.

Jun 2019 Morning Consult — Free from Memory of the Great Recession, Gen Z Charts Own Economic Path.

May 2019 CNBC — How to Form Better Money Habits.

Apr 2019 OppLoans — Strategies to Pay Off Debt.

Nov 2018 Forbes — Debt: How to Help Your Clients Escape It — and Use It.

Aug 2018 Forbes — How to Kick Debt to the Curb: Advice from the Experts.

Apr 2017 Business Insider — Most Effective Debt Repayment.

Apr 2017 CNBC — How to Pay Off Credit Card Debt.

Mar 2017 BNN Bloomberg — Pattie Lovett-Reid: Want to Pay Off Your Debt Faster? Here's How.

Mar 2017 Fortune — Tax Filing Season 2017: Tax Refund.

Mar 2017 NBC News — More Rate Hikes Coming. Here's the Best Way to Pay Your Debts.

Mar 2017 Lifehacker — More Research Shows That the Snowball Method is the Best Debt Payoff Strategy.

Feb 2017 MoneyTalksNews — Science Finally Reveals the Best Method for Destroying Debt.

Jan 2017 Equities — Read This Before You Open a Credit Card for Your Business.

Jan 2017 The Motley Fool — Research Says You Should Pay Off Debt Like This.

Jan 2017 CBS News — What Research Says About Erasing Credit Card Debt.

Dec 2016 Harvard Business Review — Research: The Best Strategy for Paying Off Credit Card Debt.

May 2016 Huffpost — If I Ask for a Favor, Will You Buy?

May 2016 Psychology Today — The Power of Merely Requesting a Favor.