



Agenda

Thursday, November 7

- 8:00 A.M. **Registration**
- 9:00 A.M. **Welcome and Opening Remarks**
Marty Gaynor (Federal Trade Commission)
- 10:45 A.M. **Keynote Address “Patent Litigation and FRAND”**
Dennis Carlton (University of Chicago, Booth)
- 1:00 P.M. **Paper Session One: Merger and Innovation Policy**
Chaired by Dennis Carlton (University of Chicago, Booth)
Matthew Weinberg (Drexel University), *Efficiencies Brewed: Pricing and*

12:00 - Lunch

1:40 - Keynote Address "Implications of Recent Research for Hospital Prices"
Kate Ho (Columbia University)

1:00 - 1:20, 1:20-1:40, 1:40-2:00, 2:00-2:15, 2:15-2:30, 2:30-2:45, 2:45-3:00, 3:00-3:15, 3:15-3:30, 3:30-3:45, 3:45-4:00, 4:00-4:15, 4:15-4:30, 4:30-4:45, 4:45-5:00

Friday, November 8

- 10:00 A.M. **Keynote Address "Information and Car Buying"**
Meghan Busse (Northwestern University, Kellogg)
- 10:30 A.M. **Paper Session Four: Consumer Protection in Markets with Limited Attention**
Chaired by Meghan Busse (Northwestern University, Kellogg)
Marco Ottaviani (Bocconi University), Hypertargeting, Limited Attention, and Privacy: Implications for Marketing and Campaigning
Discussant Doug Smith (Federal Trade Commission)
- Katja Seim (University of Pennsylvania, Wharton), Drip Pricing When Consumers Have Limited Foresight: Evidence from Driving School Fees
Discussant Michael Gubb (Boston College)
- Zhongmin Wang (Resources for the Future), Selling a Dollar for More Than a Dollar? Evidence from Online Penn Auctions
Discussant Greg Lewis (Harvard University)
- 11:00 A.M. **Morning Break**
- 11:20 A.M. **Keynote Address "Auctioning Resource Rights"**
Rob Porter (Northwestern University)
- 11:30 A.M. **Panel Session Two: Economics of Prize-Linked Savings**
Chaired by Patrick McAlvany (Federal Trade Commission)
Stuart Butler (Heritage Foundation)
Julian Jamison (Consumer Financial Protection Bureau)
Erkut Ozbay (University of Maryland)
Mervyn Tang (British Embassy)
- 12:00 P.M. **Close**