

Call for Papers

Marketing and Consumer Protection Policy and Regulation: A Call for Papers, 2016

The Federal Trade Commission's Bureau of Economics and Marketing Science are co-organizing a one-day conference to bring together scholars interested in issues at the intersection of marketing and consumer protection policy and regulation. The goal of the conference is to promote an intellectual dialogue between marketing scholars and the FTC, the primary law enforcement agency for policing marketing practices. Specifically, the conference will serve as a vehicle for marketing scholars to learn about the FTC's practice in consumer protection, promoting potentially high impact research in the practice of consumer protection and regulation, and introducing FTC staff to some of the cutting-edge research being conducted by marketing scholars that is relevant to its practice.

The conference will feature academic research paper sessions and a panel discussion between FTC staff and marketing scholars that highlights how marketing scholarship informs FTC practice in consumer protection.

The conference welcomes all papers that address issues at the intersection of marketing and consumer protection policy and regulation. Theoretical, empirical and experimental approaches are all welcome.

Research areas of interest include, but are not limited to:

1. *Advertising claims*
Substantiation of advertising, consumer response to false advertising, firm incentives to advertise truthfully, the impact of regulatory scrutiny on advertising behavior, consumer response to advertised health claims.
2. *Online marketing*
Legal barriers to online marketing, cross-

