

Call for Papers

Marketing Science-Federal Trade Commission Economic Conference on Marketing and Consumer Protection

September 16, 2016
at the Federal Trade Commission, Washington D.C.

Deadline for paper submission: July 31, 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. As the primary consumer protection law enforcement agency, the FTC has benefited from the marketing literature in its long history of case and policy work. The goal of the conference is to promote an intellectual dialogue between marketing scholars and FTC economists. 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 economists to some of the cutting-edge research being conducted by marketing scholars that is relevant to its practice.

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Legal barriers to online marketing, cross-border marketing of products, online targeting, deceptive targeted advertising, differences between offline and online marketing, distinct features of social media marketing, market design and principal-agent concerns with multiple layers of brokers and affiliates, etc.

3. *Review and feedback mechanisms*
Platform incentives for effective rev and

, organic and sponsored

Consumer valuation of privacy, welfare benefits of individually customized products and offers, consumer understanding of marketing claims based on privacy or security, supply and demand of data security products, consumer behavior in the aftermath of a security breach, price discrimination and individualized marketing, targeting and discrimination against protected classes, etc.

5. *Marketing of risk*

Consumer response to marketing of products that involve risk, for example, extended warranty of durable goods, pay-day loans, bank overdraft protection, and mobile plan with unlimited minutes; similarities and differences between regular marketing and the marketing of risk; the role of regulation in the marketing of risk; product recalls and product safety regulation.

6. *Using behavioral biases in marketing*

Behavioral biases embedded in consumer response to marketing, marketing practices that take advantage of behavioral biases, behavior biases as a barrier to entry, and the social benefits and social costs of using behavioral biases in marketing.

7. *Fraud*

Identifying fraudulent (e.g., counterfeit) marketing, consumer ability to avoid fraudulent marketing, and how legitimate firms use marketing to distinguish themselves from fraudulent competitors.

8. *Pricing to consumers and within channels*

Quantity-based discounts, tying, bundling, retail price maintenance, minimum advertised

