

Call for Papers

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

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

Deadline for paper submission: July 15, 2016

The Federal Trade Commission Bureau of Economics and the *Marketing Science* journal will co-organize 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 law enforcement agency for policing marketing practices to minimize consumer harm, 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 intellectual dialog between marketing scholars and the FTC. 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 based on submissions to the call for papers and panel session involved FTC staff and marketing scholars that highlight how marketing scholarship overlaps with the FTC practice in consumer protection.

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

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

1. Advertising claims
Substantiation of advertising, consumer response to false advertising, firm incentives to truth-in-advertising, impact of regulatory scrutiny on advertising behavior, consumer response to health claims in advertising and package labeling.
2. Online marketing
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 review and feedback mechanisms, the role of enforcement in the presence of reviews and feedback mechanisms, fraudulent and manipulated reviews, reviewer incentives to provide feedback, organic and sponsored reviews, firm actions to solicit reviews, etc.

4. Privacy, data security, and big data
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 bias in marketing
Behavioral bias embedded in consumer response to marketing, marketing practices that take advantage of consumer's behavior bias, behavior bias as a barrier for firms to market new products, and the social benefits and social costs of using behavioral bias in marketing.
7. Fraud
Signals of 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 price, slotting allowances, and the balance of efficiency versus anti-competitive effects of these pricing arrangements.
9. Agreement with competitors
Agreement with competitors (via bilateral contract or trade association) on advertising restrictions, pricing, code of ethics, exclusive member benefits, entry barriers, and related antitrust considerations.

Conference Submission Guidelines

Researchers interested in presenting a paper at the conference should submit papers in PDF format. Include the title of the paper, name, affiliation, and mailing and email addresses of the authors. Please specify who will be the presenting author. Papers should be sent to mktsci_ftc@yale.edu by **July 15, 2016**.

Scientific Committee

The papers will be evaluated and selected by a scientific committee consisting of:

- K. Sudhir, Editor-in-Chief, Marketing Science and Professor of Marketing, Yale School of Management
- Avi Goldfarb, Senior Editor, Marketing Science and Professor of Marketing, University of Toronto
- Ganesh Iyer, Senior Editor, Marketing Science and Professor of Marketing, University of California, Berkeley
- Ginger Jin, Director, Federal Trade Commission Bureau of Economics and Professor of Economics, University of Maryland
- Andrew Stivers, Deputy Director, Federal Trade Commission Bureau of Economic

Sponsors

INFORMS Society for Marketing Science (ISMS).

Federal Trade Commission (FTC), Bureau of Economics.

Conference Program

The conference program will run from 9:00am to 5:00pm on Friday, September 16, 2016 at the Constitution Center located at 400 7th Street, SW, Washington DC, 20024.

There will be an optional dinner after the conference starting at 6 pm on September 16, 2016. A fee of \$100 will apply to participants that choose to attend the dinner.

Special Section on Consumer Protection at Marketing Science

Marketing Science will announce a call for papers for a special section on Consumer Protection with a deadline of July 31, 2017. This will go through the standard *Marketing Science* Review Process. The topics here will be a guideline for papers relevant for the Special Section. More details will be forthcoming in a separate call.

The call for papers and submissions for the Special Section on Consumer Protection will be completely independent of this conference call, but scholars interested in submission to the special section are encouraged to attend the Marketing Science-Federal Trade Commission Conference on Marketing and Consumer Protection to get a broader and clearer understanding of what are relevant issues for the Special Section.

FTC Workshop: Putting Disclosures to the Test

Those interested in the Marketing Science – Federal Trade Commission Conference on Marketing and Consumer Protection maybe also be interested in the [FTC Workshop: Putting Disclosures to the Test](#) on September 15, 2016.