

# Call for Papers

## 2<sup>nd</sup> Marketing Science-FTC Conference on Marketing and Consumer Protection

October 2, 2020  
at the Federal Trade Commission, Washington D.C.

Deadline for paper Submission: July 31, 2020

The Federal Trade Commission Bureau of Economics and the journal *Marketing Science* will co-organize the second edition of a one-day conference to bring together scholars that are interested in issues at the interface of marketing and consumer protection policy and regulation. As the primary law enforcement agency for policing marketing practices against 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 (1) serve as a vehicle for marketing scholars to learn about the FTC's practice in consumer protection, and thereby promoting research with potentially high impact in the practice of consumer protection and regulation and (2) introduce FTC staff to some of the cutting edge research being done by marketing scholars that are relevant to its practice.

This one-day conference will feature (i) academic research paper sessions based on submissions to this call and (ii) panel sessions involving 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 label.
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, price, 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 [marketingconf@ftc.gov](mailto:marketingconf@ftc.gov) by July 31, 2020.

### **Scientific Committee**

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

- Avi Goldfarb, Senior Editor, Marketing Science and Professor of Marketing, University of Toronto, Rotman School of Management
- Andrew Stivers, Deputy Director for Consumer Protection, Bureau of Economics, Federal Trade Commission
- Yesim Orhun, Associate Professor of Marketing and Michael R. and Mary Kay Hallman Fellow, University of Michigan, Ross School of Business
- Janis K. Pappalardo, Assistant Director for Consumer Protection, Bureau of Economics, Federal Trade Commission
- Tat Chan, Professor of Marketing, Washington University in St. Louis, Olin Business School
- Mary Sullivan, Economist, Bureau of Economics, Federal Trade Commission

### **Conference Program**

The conference program will run from 9:00am to 5:00pm on Friday, October 2, 2020 at the Constitution Center located at 400 7<sup>th</sup> Street, SW, Washington DC, 20410.

There will be an optional dinner after the conference starting at 6 pm on October 2, 2020. A fee of \$120 will apply to participants that choose to attend the dinner.

### **Sponsor**

INFORMS Society for Marketing Science (ISMS).  
Federal Trade Commission (FTC), Bureau of Economics.