



Third Federal Trade Commission
**CONFERENCE ON MARKETING
AND PUBLIC POLICY**



March 19-20, 2026

Washington, D.C

A G E N D A

Thursday, March 19

11:30 AM **Registration and Lunch** (provided)

12:30 PM **Welcome and Introduction**
K. Sudhir (Yale School of Management)

12:45 PM **Information Disclosure and AI**
Introduction: **Shiva Koohi** (Federal Trade Commission)

Ads that Talk Back: Implications and Perceptions of Injecting Personalized Advertising into LLM Chatbots

Brian Jay Tang (University of Michigan), Kaiwen Sun (Indiana University Bloomington), Noah T. Curran (University of Michigan), Florian Schaub (University of Michigan), Kang G. Shin (University of Michigan)

When AI Disclosure Backfires: The Economic Consequences of Labeling AI-Generated Review Summaries

Angela Aerry Choi (Korea University), Anindya Ghose (New York University), **Heeseung Andrew Lee** (University of Texas at Dallas), Wonseok Oh (Korea Advanced Institute of Science and Technology)

Soft Deception by Design: Algorithmic Positivity Bias in AI-Generated Consumer Review Summaries

Joanna Quan (Virginia Tech), Wenqi Shen (Virginia Tech)

Discussant: **David Holtz** (Columbia Business School)

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- 2:10 PM **Break**
- 2:30 PM **Price Transparency: Fees**
Introduction: **David Ovadia (Federal Trade Commission)**
- The impact of surcharges on consumers: the role of consideration set formation
Abdullah Althenayyan (Columbia Business School), Vicki Morwitz (Columbia Business School)
- Cleanin' It Up: Unshrouding Hidden Fees on a Peer-to-Peer Platform
Kevin D. Tran (University of Bristol), Leonardo Madio (University of Padua),
Michelangelo Rossi (HEC Paris), Mark J. Tremblay (University of Nevada, Las Vegas)
- Discussant: **Tanjim Hossain (University of Toronto)**
- 3:35 PM **Break**
- 3:55 PM **FTC Policy on Consumer Protection**
- Consumer Awareness in the Digital Age
Devesh Raval (Federal Trade Commission)
- User Interaction with Digital Platforms: A Consumer Protection Perspective
Nellie Lew (Federal Trade Commission)
- 4:50 PM **Closing: Day 1**
Ginger Jin (University of Maryland)
- 5:30 PM **Reception at the Johns Hopkins University Bloomberg Center**
555 Pennsylvania Avenue NW, Washington, D.C.
- Welcome Remarks
Goker Aydin (Vice Dean, Johns Hopkins Carey Business School)

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Friday, March 20

8:00 AM **Registration and Breakfast** (provided)

9:00 AM **Consumer Search**

Introduction: **León Guzman (Federal Trade Commission)**

[Leaving Money on the Dashboard: Price Dispersion and Search Frictions on Uber and Lyft](#)

Jeffrey Fossett (Johns Hopkins University), Michael Luca (Johns Hopkins University), Yejia Xu (Theia Insights)

[The Impact of LLM Adoption on Online User Behavior](#)

Nicolas Padilla (London Business School), **H. Tai Lam (Anderson School of Management, UCLA)**, Anja Lambrecht (London Business School), Brett Hollenbeck (Anderson School of Management, UCLA)

[Understanding Data Collection, Brokerage, and Spam in the Lead Marketing Ecosystem](#)

Yash Vekaria (UC Davis), **Nurullah Demir (Stanford University)**, Konrad Kollnig (Maastricht University), Zubair Shafiq (UC Davis)

Discussant: **Leon Musolff (The Wharton School, University of Pennsylvania)**

10:25 AM **Break**

10:45 AM **FTC Research on Consumer Protection**

Introduction: **Eric Spurlino (Federal Trade Commission)**

[Why Do Brands Matter? Evidence from Supermarket Rebranding](#)

Xiao Dong (Federal Trade Commission), Paul Koh (Yonsei University), Devesh Raval (Federal Trade Commission), **Brett Wendling (Federal Trade Commission)**

[Influencer Endorsements and Sales](#)

William Violette (Federal Trade Commission)

[Delete to Compete: The Effects of Suppressing Negative Product Reviews](#)

Patrick McAlvanah (Federal Trade Commission)

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11:45 AM **Lunch** (provided)

1:00 PM **Information Disclosure and Gaming**

Introduction: **Ben Casner (Federal Trade Commission)**

Organic Content, Embargoes, and Quality Obfuscation: Evidence from the Gaming Industry

Qi Yu (Lee Kong Chian School of Business, Singapore Management University),
Zhe Lin (International Business School Suzhou, Xi'an Jiaotong-Liverpool University)

Signaling in Paid Product Placements: Theory and Evidence from Sponsorship Disclosure on Twitch

Ivan Li (Jindal School of Management, University of Texas at Dallas)

Discussant: **Avi Goldfarb (Rotman School of Management, University of Toronto)**

2:05 PM **Break**

2:25 PM **Detectability and Disclosure in Consumer Markets**

Introduction: **Janis Pappalardo (CFPB, invited)**

Product Reformulation: A Suitable Substitute?

Youngeun Lee (Carroll School of Management, Boston College), **Anna Tuchman (Kellogg School of Management, Northwestern University)**, **Caroline Wang (Kellogg School of Management, Northwestern University)**

Introduction: **David Givens (Federal Trade Commission)**

Earnings Claims and Disclaimers in Multi-Level Marketing: Testing the Impact of Self-Regulatory Guidance

Stacie A. Bosley (Hamline University), **Kiana Kotasek (Hamline University)**, **Sarah Greenman (Hamline University)**, **Samantha Snyder (Hamline University)**

3:25 PM **Break**

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3:45 PM

Privacy

Introduction: **James Thomas (Federal Trade Commission)**

[In Privacy We Trust: The Effect of Privacy Regulations on Data Sharing Behavior](#)

Ozge Demirci (Imperial College London Business School), Eva Ascarza (Harvard Business School), Ayelet Israeli (Harvard Business School)

[Did Apple's App Tracking Transparency Framework Harm the App Ecosystem?](#)

Cristobal Cheyre (Cornell University), Benjamin T. Leyden (Cornell University), Sagar Baviskar (Carnegie Mellon University), Alessandro Acquisti (Massachusetts Institute of Technology)

[Consumer Value of Privacy: Evidence from an Online Retailer](#)

Mimansa Bairathi (UCL School of Management), **Ankit Sisodia (Purdue University)**, Mayur Choudhary (Indiana University)

Discussant: **Malika Korganbekova (University of Chicago Booth School of Business)**

5:10 PM

Closing: Day 2

Yeşim Orhun (University of Michigan Ross School of Business)

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