BIOGRAPHIES

Scientific Committee

K. Sudhir
Welcome and Introduction

K. Sudhir is James Frank Professor of Marketing, Private Enterprise and Management and Founder-Director of the China India Insights Program at the Yale School of Management. He was Editor-in-Chief of Marketing Science from 2016-21and a Visiting Fellow at Microsoft Research in 2020. As a pioneer of structural econometric models in marketing, Sudhir has published foundational and award-winning models in marketing channels, sales force management, organizational buying and issues around marketing of customer data. He also has an active research agenda around the use AI and machine learning methods. His current substantive interests include customer and sales management, privacy and AI.

Ginger Jin
Closing: Day 1

Ginger Zhe Jin is the Neil Moskowitz Professor of Economics at the University of Maryland, College Park. She has held senior positions across academia, government, and industry, including Director of the Federal Trade Commission's Bureau of Economics (2016–2017), Amazon Scholar and Senior Principal Economist at Amazon (2019–2020), and currently Senior Consultant at Compass Lexecon.

Her work focuses on how information gaps shape market outcomes and how better data, disclosure, and policy design can improve competition, consumer protection, and innovation. Her research offers practical insights for regulators, businesses, and policymakers and has been published in leading economics, management, and marketing journals with support from the National Science Foundation, the Net Institute, the Alfred P. Sloan Foundation, and the Washington Center for Equitable Growth.

Professor Jin is Managing Editor of the *International Journal of Industrial Organization*, an advisory council member of the *Journal of Industrial Economics*, and a board member of the Industrial Organization Society. She has been a Research Associate at the National Bureau of Economic Research since 2012 and co-founded Hazel Analytics in 2014 to promote the use of open government data. She has also provided paid consulting services to various firms in and out of the US.

She received her PhD in Economics from UCLA in 2000.

Yeşim Orhun
Closing: Day 2

Yeşim Orhun is a Professor of Marketing at the Stephen M. Ross School of Business at the University of Michigan and a Professor of Information (by courtesy) at the School of Information. She is a quantitative marketing scholar whose research lies at the intersection of public policy, marketing, and economics. Her work studies the impact of policies in the presence of information frictions and demand-side constraints, the behavioral economics of beliefs and information, and policy effectiveness in higher education. Professor Orhun currently serves as an Associate Editor at the Journal of Marketing Research, Management Science, and the Journal of Consumer Research, and previously served on the Board of Consumer Reports.

Disclosure: I have provided paid consulting services to companies in various industries in and out of the US.

Devesh Raval
Consumer Awareness in the Digital Age

Devesh Raval is the Deputy Director leading the Federal Trade Commission's consumer protection, research, and policy missions within the Bureau of Economics. His research concerns industrial organization, with a focus in production technology, competition, and consumer protection. Since finishing his PhD at the University of Chicago, Devesh has published in several journals, including *Econometrica*, the *Review of Economic Studies, Marketing Science*, the *RAND Journal of Economics*, and the *Review of Economics and Statistics*, and received a patent for his work on econometrics. From 2021 to 2022, Devesh was the Victor H. Kramer Foundation Fellow at Harvard Law School.

In addition, Devesh has extensive experience in applying industrial organization methods to real world problems first as a founding member of the Economics Team at Amazon.com, and now at America's premier antitrust and consumer protection enforcer. At the FTC, Devesh was awarded the Francis Walker (Economist of the Year) Award in 2019 and the Outstanding Scholarship Award in 2020. Devesh has served as an economic expert for the FTC on several cases and has testified at trial.

Nellie Lew
User Interaction with Digital Platforms: A Consumer Protection Perspective

Nellie Lew is the Assistant Director for Consumer Protection in the Bureau of Economics at the Federal Trade Commission. In this role, she supervises the economic analysis for consumer protection investigations, litigation, enforcement actions, and rulemakings. Prior to joining the FTC, she held multiple leadership and management positions at the Federal Aviation Administration and the Food and Drug Administration, supervising and reviewing cost-benefit and other economic analysis of rulemakings and key policy initiatives. Nellie received her Ph.D. in Economics from the University of California, Santa Barbara.

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Paper Session – Information Disclosure and AI

Shiva Koohi
Introduction

Shiva Koohi is an Economist in the Federal Trade Commission's Bureau of Economics, where she focuses on the economic analysis of unfair and deceptive business practices. Shiva has worked on matters related to fake online reviews, the gig economy, and data privacy. Shiva holds a Ph.D. in Economics from Brown University.

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

Brian Jay Tang is a Ph.D. candidate in Computer Science and Engineering at the University of Michigan, where he works in the Real-Time Computing Lab, advised by Prof. Kang G. Shin. His research sits at the intersection of AI safety, security, and privacy—particularly the surveillance, security, and privacy risks of large language models and vision-language models. Brian has collaborated with privacy experts like Florian Schaub and Kassem Fawaz on publications at top-tier venues including USENIX Security, IEEE S&P, ACM CCS, and PoPETS.

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

Heeseung Andrew Lee is an Assistant Professor of Information Systems at the University of Texas at Dallas, Jindal School of Management. His research interests are artificial intelligence-human collaboration, digital nudging and consumer welfare, and the economics of consumption. His research has been published in premier journals, including Information Systems Research and Journal of Marketing Research.

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

Joanna Quan is a PhD candidate in Business at Virginia Tech. Her research examines artificial intelligence, digital platforms, and consumer decision-making, with a focus on how algorithmic systems influence consumer perception and consumer welfare. She holds master's degrees in Marketing and Global Policy from Johns Hopkins University.

David Holtz
Discussant

David Holtz is an assistant professor at Columbia Business School in the Decision, Risk and Operations Division, affiliated faculty at the Columbia University Data Science Institute, and a research affiliate at the MIT Initiative on the Digital Economy. He earned his PhD at MIT Sloan School of Management, in the Information Technology group. Holtz's research focuses on online marketplaces and platform design, as well as the economic and societal impact of AI/ML systems.

Paper Session – Price Transparency: Fees

David Ovadia
Introduction

David Ovadia is a consumer protection economist at the Federal Trade Commission. In his FTC casework, he has focused on rulemaking, deceptive advertising (with an emphasis on the supplements and over-the-counter medical device industries), and data breaches. David served as lead economist on the FTC's Rule on Unfair and Deceptive Fees, and he continues to work on and coordinate rulemaking efforts at the agency. As the economist for the Quincy Biosciences deceptive advertising case, he assisted with the agency's first ever jury trial.

Beyond his work at the FTC, David reviewed rulemaking efforts from over a dozen agencies while on detail as an economist at the OMB's Office of Information and Regulatory Affairs from 2024 to 2025. David also serves as an adjunct lecturer at the University of Maryland, teaching in the Master of Science in Applied Economics program since 2017. He received his PhD from Northwestern University and bachelor's degrees in economics and mathematics from the Massachusetts Institute of Technology

Abdullah Althenayyan
The impact of surcharges on consumers: the role of consideration set formation

Abdullah Althenayyan is a PhD candidate in behavioral marketing at Columbia Business School. His research examines how price influences consumer decisions. In his work, he found that consumers infer sustainability from price, and these beliefs affect their choices. His work also shows that different price structures (drip, partitioned, all-inclusive) influence which options enter consideration sets and are ultimately selected. His work has also examined recommendations and queuing behavior.

Michelangelo Rossi
Cleanin' It Up: Unshrouding Hidden Fees on a Peer-to-Peer Platform

Michelangelo Rossi is an Associate Professor of Marketing at **HEC Paris** and a Research Affiliate at **CESifo**. His research lies at the intersection of industrial organization, quantitative marketing, and digital economics, with a focus on platform design, online reputation systems, and competition policy in digital markets. His work combines economic theory and empirical methods and has been published in leading journals such as *Management Science* and *Marketing Science*. Rossi received his Ph.D. in Economics from **Universidad Carlos III de Madrid** and previously served as Assistant Professor of Digital Economics at **Télécom Paris**, Institut Polytechnique de Paris.

Tanjim Hossain
Discussant

Tanjim Hossain is the Chair of the Department of Management - UTM and is a Professor of Marketing at the Department of Management - UTM and the Rotman School of Management at the University of Toronto. He is also cross appointed to the Department of Economics. He serves as the Director of the Behavioural Economics in Action at Rotman (BEAR) center. His main research interests include behavioral economics, applied microeconomics, and quantitative marketing, especially using field and laboratory experiments to test the validity of theoretical predictions in the real world. His research has been published in *American Economic Review*, *Management Science*, *Marketing Science*, *Quarterly Journal of Economics*, and the *Review of Economic Studies*, and has been featured in The Economist, USA Today, and other news outlets. He serves as an associate editor of the journal *Management Science*.

Paper Session – Consumer Search

León Guzman
Introduction

León F. Guzmán is a Consumer Protection Economist at the Federal Trade Commission. His research focuses on applied microeconomic theory, applied econometrics, and industrial organization. Prior to joining the FTC, he earned a PhD in Economics from New York University and an MA in Economics from the Pontificia Universidad Católica de Chile. His past professional experiences include serving as an Adjunct Instructor at the Pontificia Universidad Católica de Chile and as an Economist at the Ministerio de Hacienda de la República Dominicana.

Jeffrey Fossett
Leaving Money on the Dashboard: Price Dispersion and Search Frictions on Uber and Lyft

Jeff Fossett is a Research Fellow at the Technology and Society Initiative at Johns Hopkins Carey Business School, and Research Lead at Plurality Institute. He holds an AM and a PhD from Harvard University and a BA from Williams College.

H. Tai Lam
The Impact of LLM Adoption on Online User Behavior

Tai Lam is an Assistant Professor of Marketing at UCLA Anderson School of Management. His research lies at the intersection of quantitative marketing and industrial organization, with a focus on platforms, advertising, consumer search, and antitrust. His work shows that platform design choices—such as how products are arranged and surfaced in marketplace search—can reshape consumer search intensity and firm pricing, leading to counterintuitive conclusions about market power and the welfare effects of proposed antitrust remedies. He also studies how generative AI changes equilibrium outcomes in digital markets, including evidence on creative goods marketplaces and how LLM adoption shifts online search and downstream website traffic. Lam earned his Ph.D. in Economics from Northwestern University.

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Yash Vekaria
Understanding Data Collection, Brokerage, and Spam in the Lead Marketing Ecosystem

Yash Vekaria is a PhD candidate in the Department of Computer Science at University of California, Davis. Broadly, his interests lie in privacy, security, and technology policy across modern digital ecosystems. His research focuses on uncovering hidden risks emerging from opaque data practices on the web and examining its implications for consumers. At a high level, he leverages internet measurement techniques and builds novel data-driven black-box audit systems to reverse-engineer opaque data and monetary flows on the Internet. His research has been published in top-tier security and privacy venues such as IEEE S&P, USENIX, and IMC. He is a recipient of the GGCS PhD Fellowship (2024) and Georgia Tech Cybersecurity Summer Fellowship (2023). Yash's research has also been featured in various global news media such as The New York Times, The Verge, The Times, Vox, and others and has contributed to multiple lawsuits against several companies that have engaged in unlawful consumer surveillance. You can learn more about his research at https://www.yashvekaria.com.

Nurullah Demir
Understanding Data Collection, Brokerage, and Spam in the Lead Marketing Ecosystem

Nurullah Demir is a Visiting Postdoc at Stanford University and holds a Ph.D. from the Karlsruhe Institute of Technology. His research focuses on building automated, agentic systems to identify and mitigate structural security and privacy risks at internet scale. As a core maintainer of the open-source HTTP Archive and lead of the Web Almanac, he produces large-scale, data-driven insights on the state of the web that inform industry standards and policy discussions. You can find more about his work at https://ndemir.com.

Our institutional review board (IRB) reviewed our research and deemed it non-human subjects research, and therefore as "exempt". We still designed our study in compliance with the ethical considerations described in the paper.

Leon Musolff
Discussant

Leon Musolff is an assistant professor in Wharton's Business Economics and Public Policy group working on empirical industrial organization, with a focus on antitrust and the digital economy. Before Wharton, he was a Postdoctoral Researcher at Microsoft Research New England and obtained his PhD in Economics at Princeton University.

Disclosure: I have received research funding from Microsoft (and indeed worked for Microsoft Research in the past). I have also received research funding from Stripe.

Paper Session – FTC Research on Consumer Protection

Eric Spurlino
Introduction

Eric Spurlino is an Economist at the Federal Trade Commission, working in the Department of Consumer Protection within the Bureau of Economics. He received his PhD in economics in 2023 from New York University. His research uses theory, experiments, and surveys to study how limited cognition and psychological motives influence economic behavior across strategic and non-strategic settings. At the FTC, he has been a staff economist on the Amazon Prime ROSCA case and the Walmart Spark Driver case, among others.

Brett Wendling
Why Do Brands Matter? Evidence from Supermarket Rebannering

Brett Wendling has been an economist in the antitrust division of the Federal Trade Commission since 2006. Brett has published articles in the *Review of Economics and Statistics,* the *Journal of Health Economics*, and several other journals. Much of his research focuses on competition in healthcare markets, and notably physician and prescription drug markets. Brett also helped draft FTC reports on authorized generic drugs that have been cited in reports to the President and proposed legislation. Finally, Brett has served as an expert handler for internal and external experts, including matters that have been litigated in Federal Court.

William Violette
Influencer Endorsements and Sales

Will Violette is an economist in the Bureau of Economics at the Federal Trade Commission. His research interests lie at the intersection of industrial organization, consumer protection, and development. Will received his PhD in economics from Brown University in 2018. His research has been published in the *Journal of Urban Economics*, the *Review of Industrial Organization*, and *World Development*.

Patrick McAlvanah
Delete to Compete: The Effects of Suppressing Negative Product Reviews

Patrick McAlvanah is an economist in the Bureau of Economics at the Federal Trade Commission. His research focuses on applied microeconomics, behavioral economics, and experimental economics. At the FTC, he works in the Consumer Protection Division and frequently serves as an expert witness. His academic work has been published in journals including the *Economic Journal* and the *Journal of Risk and Uncertainty*. He received his Ph.D. in Economics from Washington University in St. Louis.

Paper Session – Information Disclosure and Gaming

Ben Casner
Introduction

Ben Casner is an Economist at the Federal Trade Commission. Ben received his PhD from The Ohio State University in 2020 and his main research interests pertain to digital economics with a particular focus on platform governance and business model choice and consumer search behavior. His published works include both applied theory and experimental work. He is co-organizer of the Bureau of Economics seminar series and his notable casework includes Surescripts LLC and Amazon.com, Inc. (Both for the FTC).

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

Qi Yu is an Assistant Professor of Marketing at Singapore Management University. Her research examines how novel technologies and digital environments reshape firm strategy, consumer behavior, and broader market outcomes, using large-scale data. She holds a Ph.D. in Marketing from the Wharton School of the University of Pennsylvania and B.A. and M.A. degrees in Economics from Tsinghua University.

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

Ivan Li is an Assistant Professor of Marketing at the University of Texas at Dallas. He received his Ph.D. in quantitative marketing from Stanford's Graduate School of Business and his undergraduate degree from the University of Pennsylvania. His research interests include whatever his Gen Z brain can focus on at the moment, ranging from NIL and the transfer portal in college athletics to the pricing and disclosure of influencer marketing contracts. His research employs methods from empirical industrial organization, causal inference, and applied microeconomics. When not doing research, Professor Li can be found running around the streets of suburban DFW, trying to hit his 2026 goals of 2,500 miles run and a sub-3 hour marathon.

Avi Goldfarb
Discussant

Avi Goldfarb is the Rotman Chair in Artificial Intelligence and Healthcare, and Professor of Marketing, at the Rotman School of Management, University of Toronto. A former Senior Editor at *Marketing Science*, his research focuses on the economics of digital technology and artificial intelligence. His work on online advertising won the INFORMS Society of Marketing Science Long Term Impact Award, and he testified before the U.S. Senate Judiciary Committee on competition and privacy in digital advertising. He co-authored the bestselling books *Prediction Machines* and *Power and Prediction*, both on the economics of artificial intelligence.

Disclosure: I advice organizations on digital and A.I. strategy, including work on legal cases involving large technology companies. My full disclosure statement is available at www.avigoldfarb.com/disclosure

Paper Session – Detectability and Disclosure in Consumer Markets

Janis Pappalardo
Introduction

Janis K. Pappalardo has served in several staff economist and executive leadership roles during her 34 plus years at the Federal Trade Commission (FTC) and more than five years at the Consumer Financial Protection Bureau (CFPB). She currently serves as Deputy Associate Director and Acting Associate Director in the CFPB's Division of Research, Monitoring, and Regulations and previously served as Assistant Director for Consumer Protection in the FTC's Bureau of Economics.

Jan strives to bridge the spheres of government policy and academia to improve consumer protection research and policy. She serves on the boards of several academic journals and co-edited a symposium on consumer protection economics for *Economic Inquiry*. Her research and invited essays cover topics including health claims regulation, consumer understanding of mortgage disclosures, and the estimation of consumer injury from deception. Jan is a two-time co-recipient of the *Journal of Public Policy and Marketing's* outstanding article award. First, in 1995 with John E. "Jack" Calfee for their analysis of health claims regulations; second, in 2004 with Debra Jones Ringold for their analysis of the relationships between scientific research, regulatory actions, and the flow of advertising information about diet and health. She is also a co-recipient of the FTC's Paul Rand Dixon Award, earned an FTC Commendation for Distinguished Service, and received the 2024 Colston E. Warne Lectureship Award, presenting a keynote on Household Financial Stability at the American Council on Consumer Interests Annual Conference.

Jan holds a Ph.D. from Cornell University with a major field in Consumer Economics and minor fields in Statistics and Industrial Organization.

Youngeun Lee
Product Reformulation: A Suitable Substitute?

Youngeun Lee is an Assistant Professor of Marketing at Boston College. Her research explores the intersection of marketing and public policy, with a particular interest in topics related to consumer protection. She holds a Ph.D. in Marketing from the Kellogg School of Management at Northwestern University, and a B.A. and M.A. in Statistics from Yonsei University.

Disclosure: Nielsen IQ has the right to review the paper prior to its circulation.

David Givens
Introduction

David Givens is a staff Economist in BE's Division of Consumer Protection and has worked on multi-level marketing and pyramid-related matters since 2014. He joined the FTC in 2010 after earning his PhD in economics from the University of Maryland, College Park.

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Stacie A. Bosley

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

Stacie Bosley serves as a Professor of Economics and the William Kahlert Professor of Economics at Hamline University in Saint Paul, Minnesota. Her research focuses on the multi-level marketing (MLM) industry and on consumer protection issues, including earnings representations and pyramid scheme fraud. She has published her work in journals including the *Journal of Public Policy & Marketing*, the *Journal of Behavioral & Experimental Economics*, *Applied Economics Letters*, *Economic Inquiry*, and the *Journal of Consumer Affairs* and she has served as an expert witness in consumer protection cases, including for the Federal Trade Commission and the Securities and Exchange Commission. Bosley holds a PhD in Applied Economics from the University of Minnesota.

Paper Session – Privacy

James Thomas
Introduction

James Thomas is an Economist in the Division of Consumer Protection at the Federal Trade Commission. He holds a Ph.D. in Economics from Duke University. He joined the FTC in 2018 and he specializes in digital privacy.

Ozge Demirci
In Privacy We Trust: The Effect of Privacy Regulations on Data Sharing Behavior

Ozge Demirci is an Assistant Professor of Marketing at Imperial College London. Before joining Imperial, she was a postdoctoral fellow at Harvard Business School. Her research examines the economic implications of digital technologies and artificial intelligence, with a focus on how digital platforms, algorithms, and generative AI systems shape consumer behavior, firm strategy, and market competition. Her work focuses on topics such as digital platforms, algorithms, online privacy, and the causal effects of policy and regulatory interventions in digital markets. She received her PhD in Economics from the University of Warwick and previously worked at the International Monetary Fund.

Disclosure: The authors received access to proprietary data from an anonymized firm under a nondisclosure agreement. The firm had no role in the design of the study, analysis of the data, or interpretation of the results. The authors received no financial support from the firm.

Cristobal Cheyre
Did Apple's App Tracking Transparency Framework Harm the App Ecosystem?

Cristobal Cheyre is an Assistant Professor of Information Science at Cornell University whose research lies at the intersection of economics, information systems, and public policy. His work uses large-scale field experiments and empirical data to study how privacy interventions, digital advertising, and algorithmic systems affect firms, workers, and consumers.

Disclosure: This work was supported by the National Science Foundation through award 2237327/2237328/2237329 (Understanding the Impact of Privacy Interventions on the Online Publishing Ecosystem).

Ankit Sisodia
Consumer Value of Privacy: Evidence from an Online Retailer

Ankit Sisodia is an Assistant Professor of Marketing at Purdue University. His research spans two streams. The first develops interpretable machine learning methods for marketing and economics, including a disentanglement-based approach for discovering visual product characteristics from image data, with extensions to structural demand estimation and market structure mapping, as well as related work on interpretable audio features of branded sonic logos. The second studies consumer privacy, illicit economic behavior using forensic economics methods, and personalization effectiveness through field experiments.

His work has been recognized with the ISMS Doctoral Dissertation Proposal Award and as a finalist for the ASA Statistics in Marketing Doctoral Research Award. He holds a Ph.D. in Quantitative Marketing from the Yale School of Management, an MBA from the Indian Institute of Management Ahmedabad, and a B.Tech. in Electrical Engineering from IIT BHU. Prior to academia, he worked at Myntra, Star India (21st Century Fox), and Tata Consultancy Services. At Purdue, he teaches New Product Development.

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Malika Korganbekova
Discussant

Malika Korganbekova is an Assistant Professor at the University of Chicago Booth School of Business. She holds PhD in Quantitative Marketing from Kellogg School of Management, Northwestern University. Professor Korganbekova's research applies tools from causal inference, empirical industrial organization, and machine learning to study the impact of technology on societal issues, with the focus on **privacy, data regulation, and sustainability**.

Reception

Goker Aydin
Welcome Remarks

Goker Aydin is the Vice Dean for Faculty and Research, and Professor of Operations Management & Business Analytics at Johns Hopkins Carey Business School. He joined the Johns Hopkins Carey Business School in 2017.

Goker's research is driven by the demand and supply uncertainty facing both retailers and their suppliers. To manage such uncertainty, firms can use inventory as a buffer, or they can leverage their prices to match supply with demand. Goker's research uses mathematical models to gain insights into such inventory and pricing decisions. His recent research deals with how firms can proactively manage the supply risk, with a particular focus on the role of social responsibility initiatives in improving supply chain performance. His research has been published in leading operations management journals. He serves as an Associate Editor for Manufacturing & Service Operations Management, and has served as a Senior Editor for Production and Operations Management.

Steering Committee

Andrew Ching
Digital Business Development Initiative, Carey Business School, Johns Hopkins University

Andrew Ching, PhD (University of Minnesota), is a full professor in the Carey Business School at the Johns Hopkins University, where he is also jointly appointed at the Department of Economics, and the Bloomberg School of Public Health. He is the co-founder and Research Director of Digital Business Development Initiative (DBDI), a core faculty at Hopkins Business of Health Initiative (HBHI), and a faculty associate at Canadian Centre of Health Economics (CCHE). Prior to joining Johns Hopkins University, he had faculty appointments at University of Toronto and Ohio State University. He also held visiting professor appointments at UCLA, Cornell University, University of Wisconsin-Madison, National University of Singapore, HKUST, and Chinese University of Hong Kong (Distinguished Visiting Professor), and visiting scholar appointments at Harvard University, Peking University, Federal Reserve Bank of Boston, and Federal Reserve Bank of Kansas City.

James Cooper
The Law & Economics Center's Program on Economics and Privacy at the Antonin Scalia Law School, George Mason University

James C. Cooper is a Professor of Law at the Antonin Scalia Law School, where he also directs the Program on Economics & Privacy. Cooper has served in various senior positions at the FTC, including Deputy and Acting Director of the Office of Policy Planning, and Deputy Director in the FTC's Bureau of Consumer Protection. He began his career as an associate in the antitrust group at Crowell & Moring. His research focuses on wide variety of topics surrounding the law & economics of consumer protection and competition policy, appearing in journals such as the *Journal of Law & Economics, Management Science, International Review of Law & Economics, and the Harvard Journal of Law & Technology*.

John Mayo
Center for Business and Public Policy, Georgetown University

John Mayo is the Elsa Carlson McDonough Chair of Business Administration and Professor of Economics, Business and Public Policy in Georgetown University's McDonough School of Business. He is also the Executive Director for the Georgetown Center for Business and Public Policy. His research interests lie in the application of microeconomics to public policy. He has published over one hundred journal articles, monographs, and book chapters as well as a comprehensive textbook in regulation and antitrust. He has held a number of senior administrative positions at Georgetown including a term as Dean of the McDonough School of Business, and has served as a Visiting Scholar at UC-Berkeley and Stanford University. He has testified before Congress, state legislatures and regulatory bodies on a number of matters including monopolization, price fixing, mergers, and regulatory policy. He received his Ph.D. in Economics from Washington University in St. Louis and his B.A. from Hendrix College.

FTC Organizers

Katherine Chang

Katherine Chang is a Statistician in the Consumer Protection division of the Bureau of Economics at the Federal Trade Commission, where she supported economic analysis for the "Junk Fees Rule" and various investigative cases. She was also the lead coordinator for the 2nd and 3rd FTC Conferences on Marketing and Public Policy. Her research interests include rational inattention, complexity, and choice behavior. Prior to joining the FTC in 2024, Katherine obtained a B.S. from the California Institute of Technology.