

“Stepping Forward in the Marketing & Society Field”

Pre-Conference Consortium (for Ph.D. students and junior faculty)

May 28, 2009 (7:15 AM -5:00 PM)

Madison Hotel, Washington, DC

Co-Chairs:

Elizabeth S. Moore, University of Notre Dame

Janis K. Pappalardo, Federal Trade Commission

William L. Wilkie, University of Notre Dame

Consortium Sponsors:

Mendoza College of Business, University of Notre Dame

Association for Consumer Research

This Consortium is designed for junior faculty and doctoral students who might have an interest in pursuing research on Marketing and Society topics. Content will address substantive issues and methodological demands of quality research in this field. As you can see, from the program abstract below, we have attracted a strong set of government representatives who are working on significant issues, as well as a fine set of marketing academics who contribute to this area.

Abstract of Program

Introductions of Resident Faculty and Fellows (7:15-8:00 AM)

Continental breakfast will be available.

Session 1: Illuminating the Domain of Marketing in Society Research (8:00-9:30AM)

The area of “Marketing in Society” research actually has a set of subareas within it. The Consortium will open with a panel of experts from these subareas, discussing the key research perspectives in their subfield, as well as the key research opportunities they see for young scholars interested in pursuing work in this area.

Chair: William L. Wilkie, University of Notre Dame

Panelists:

Competition: Gregory T. Gundlach, University of North Florida

Consumer Protection: J. Craig Andrews, Marquette University

Macromarketing: John D. Mittelstaedt, Clemson University

Marketing Ethics: Gene R. Laczniak, Marquette University

Social Marketing: Alan R. Andreasen, Georgetown University

Session 2: Developing and Publishing Policy Relevant Research: Methods and Options (9:40-11:00 AM)

A panel of leading researchers (with extensive journal editorial experience) will explain how various research methods can be used to produce high-quality, rigorous research on significant social questions and policy debates.

Chair: Elizabeth S. Moore, University of Notre Dame

Panelists:

Joel B. Cohen, University of Florida

Ronald Paul Hill, Villanova University

David W. Stewart, University of California, Riverside

Remarks: John G. Lynch, Jr., Duke University

Session 3: The Editors' Perspectives on Marketing & Society Research (11:10 AM-12:45 PM)

Here journal editors will focus on societally-related research in their journals. Suggestions for researchers wishing to write in this area will be given, followed by a question and answer period. (Lunch will be provided)

Chair: Les Carlson, University of Nebraska

Panelists:

John Deighton, Harvard University (*Editor - Journal of Consumer Research*)

Ronald Paul Hill, Villanova University (*Editor - Journal of Public Policy & Marketing*)

John D. Mittelstaedt, Clemson University (*Journal of Macromarketing*)

Herbert Jack Rotfeld, Auburn University (*Editor - Journal of Consumer Affairs*)

David W. Stewart, University of California, Riverside (*Editor, Journal of Academy of Marketing Science*)

Charles R. Taylor, Villanova University (*Editor – International Journal of Advertising*)

Session 4: Exploring the Landscape of Policy Research Inside the Government (1:15 PM -2:30PM)

In this session, researchers from government agencies and Washington 'think tanks' explain how their policy research is developed and utilized by policy makers, the prospects for working with academic researchers on collaborative projects, and some needed research by academics working on their own.

Chair: Sonya A. Grier, American University

Panelists:

John E. Calfee, American Enterprise Institute

Jeanne M. Hogarth, Federal Reserve Board

Pauline M. Ippolito, Federal Trade Commission

Brian Wansink, Cornell University, USDA

Session 5: Significant Policy Issues on the Horizon (2:45 PM -5:00 PM)

A set of the most significant emerging research areas as seen by public policymakers will be outlined and discussed in this session. The result will be to identify pressing research needs where important contributions could emanate from our field, as well as how research on these topics might be facilitated.

Session Chair: Janis K. Pappalardo, Federal Trade Commission

Panelists:

Consumer Protection/Competition: David Schmidt, Federal Trade Commission

Credit Markets: Karen Pence, Federal Reserve Board

Environmental Issues: Marc Cohen, Resources for the Future

Food/Drugs/ Healthcare: Randall Lutter, Food and Drug Administration

Regulation of Political Speech: B. Holly Schadler, Lichtman, Trister & Ross, PLLC

International Consumer Policy, Jung Sung Yeo, Seoul National University

Remarks: Debra Ringold, Willamette University

- *Seating is limited, so early responses will be favored*
- *Registration is free, (travel and lodging are responsibility of attendees)*
- *For further details, please visit our website: <http://business.nd.edu/MPPC2009/>*
- *The Consortium immediately precedes the Marketing & Public Policy Conference.*
- *To register, or for questions please contact us at: mppc2009@nd.edu*