

**2009 Marketing & Public Policy Conference**  
**Final Program**  
(4/29/09)

Co-Chairs:

Elizabeth S. Moore, University of Notre Dame  
Janis K. Pappalardo, Federal Trade Commission  
William L. Wilkie, University of Notre Dame

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**THURSDAY, MAY 28**

**7:15 AM-5:00 PM**

Pre-Conference Emerging Scholars Consortium

***“Stepping Forward in the Marketing & Society Field”***

(For details, go to <http://business.nd.edu/MPPC2009/>)

Sponsored by:

Mendoza College of Business, University of Notre Dame  
American Marketing Association  
Association for Consumer Research

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**THURSDAY, MAY 28**

**4:00-7:30 PM**

**MPPC REGISTRATION**

**5:30-7:30 PM**

**WELCOME RECEPTION**

**Sponsored by Mendoza College of Business, University of Notre Dame**

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**FRIDAY, MAY 29**

**7:30-8:30 AM**

**2010 CONFERENCE  
PLANNING MEETING**

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*\* Note: Our 20<sup>th</sup> Anniversary sessions have been specially designed to explore an important element in the past, present or future of our field. We hope that you'll enjoy them.*

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**FRIDAY, MAY**

**8:30- 10:00 AM**

**SESSION 1**

***1.1 \*20<sup>th</sup> Anniversary Session “A Two Decade Perspective on Changing FTC Priorities, Initiatives and Impact”***

Session Chairs: Manoj Hastak, American University  
Patrick E. Murphy, University of Notre Dame

Panelists: J. Howard Beales III, George Washington University  
Joan Z. Bernstein, Bryan Cave LLP  
William C. MacLeod, Kelley Drye & Warren LLP  
C. Lee Peeler, National Advertising Review Council

***1.2 Special Topic Session “Testing the Limits: When to Use Education, Disclosures, or Regulation as Consumer Protection Strategies in the Financial Services Market”***

Session Chair: Jeanne M. Hogarth, Federal Reserve Board

“Basic Training: The Impact of Financial Education at the Beginning of a Soldier's Career”  
Catherine Bell, Federal Reserve Board  
Daniel Gorin, Federal Reserve Board  
Jeanne Hogarth, Federal Reserve Board

“Mortgage Originator Compensation and Incentives: Market Function and the Role of Disclosures”  
Ellen A. Merry, Federal Reserve Board

“The One-Two Punch: Using Summary Information to Increase Financial Disclosure Effectiveness”  
John Kozup, Villanova University

***1.3 Competitive Paper Session “Probing the Frontier: Vulnerable Consumers in a Sophisticated Marketplace”***

Session Chair: Kelly Martin, Colorado State University

“Political Literacy and Low Literate Consumers”  
Natalie Ross Adkins, Drake University  
Randall E. Adkins, University of Nebraska- Omaha

“Marketing Sex, Drugs, and Desperation: An Ethical and Bi-Cultural Analysis of the ‘Meth Project’”  
Matt Hetteche, Virginia Tech University  
Joseph Scarpaci, Virginia Tech University

“Regulating Product Placements in Children’s Entertainment: Cognitive and Behavioral Effects of Placements on Children”

Haiming Hang, Lancaster University  
Susan Auty, Lancaster University

“Voices of the Shadow: Immigration Policy and Vulnerability”

Garrett Coble, Oklahoma State University  
Marlys Mason, Oklahoma State University  
Fernando Jimenez, Oklahoma State University

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**FRIDAY, MAY 29**

**10:00- 10:30 AM**

**BREAK**

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**FRIDAY, MAY 29**

**10:30- 12:00 NOON**

**SESSION 2**

***2.1 20<sup>th</sup> Anniversary Session: “Exploring the Mortgage Crisis: Causes and Remedies”***

Session Chair: William L. Wilkie, University of Notre Dame

Panelists: Karen M. Pence, Federal Reserve Board  
Barry Zigas, Consumer Federation of America  
Todd J. Zwicki, George Mason University School of Law  
John G. Lynch, Jr., Duke University

***2.2 Competitive Paper Session “Pursuing Social Goals - Learning to Do Better”***

Session Chair: Herbert Jack Rotfeld, Auburn University

"Warning Consumers about Alcohol Messages in Television Series: Audience Connectedness, Warning Timing and Emphasis"

Cristel Antonia Russell, University of Auckland  
Dale W. Russell, Prevention Research Center  
Joel W. Grube, Prevention Research Center

“Tobacco Branding and Plain Packaging: The New Frontier in Tobacco Control?”

Janet Hoek, University of Otago  
Philip Gendall, Massey University  
Jordan Louviere, University of Technology Sydney

“Impact of Marketing on Infant Formula Choice and Switching”

Sara Fein, Food and Drug Administration  
Yi Huang, University of Maryland  
Conrad Choiniere, Food and Drug Administration  
Judith Labiner-Wolfe, Food and Drug Administration

“Promoting Safety versus Preventing Aggressiveness: A Comparison between Gain and Loss Framed Messages in Safe Driving Campaigns”

Georgiana Craciun, Loyola College in Maryland

Jason Q. Zhang, Loyola College in Maryland

Dongwoo Shin, University of Seoul

**2.3 Special Topic Session “Current Issues and Research on Health Literacy: Measurement, Applications and Policy Directions”**

Session Chair: Jack Swasy, American University

“Creating a Skills-Based Health Literacy Measure”

Lauren A. McCormack, RTI International

Nancy D. Berkman, RTI International

Linda Squiers, RTI International

Dean Schillinger, University of California, San Francisco

Judith Hibbard, University of Oregon

Janet Ohene-Frempong, J. O. Frempong & Associates, Inc.

Rahima Jan Gates, University of California, San Francisco

Carla Bann, RTI International

Claudia Squire, RTI International

Tania Fitzgerald, RTI International

“Understanding Risk Comprehension in Direct-to-Consumer Advertising”

Kathryn Aikin, Food and Drug Administration

Amie O’Donoghue, Food and Drug Administration

Helen Sullivan, Food and Drug Administration

Jack Swasy, American University

“Strategies to Advance Health Literacy Policies in the US”

Linda Neuhauser, University of California-Berkeley

Moderator: Kathryn Aiken, Food and Drug Administration

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**FRIDAY, MAY 29**

**12:00- 1:30 PM**

**AWARDS LUNCHEON**

**Keynote Speaker**

**Norman J. Ornstein, American Enterprise Institute**

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**3.1 20<sup>th</sup> Anniversary Session “Behavioral Targeting by Marketers: Boom or Doom?”**

Session Chair: Stephen Brobeck, Consumer Federation of America

Panelists: Jessica L. Rich, Federal Trade Commission  
Pablo Chavez, Google, Inc.  
Susan Grant, Consumer Federation of America  
George R. Milne, University of Massachusetts

**3.2 Special Topic Session “Recent Applications of Consumer Research at Federal Agencies”**

Session Chair: Robert Letzler, Federal Trade Commission

“Developing Mandatory Energy Labels that do not Mislead or Bias Consumers: Lessons from Consumer Research at the Federal Trade Commission”

James Hilger, Federal Trade Commission  
Janis Pappalardo, Federal Trade Commission  
Manoj Hastak, American University

“Exploring the Effects of Decision Structure, Stakes, and Information Provision in a Fraud Case”

Robert Letzler, Federal Trade Commission  
Isaac Knowles, Federal Trade Commission  
Patrick McAlvanah, Federal Trade Commission  
Manoj Hastak, American University

“Mercury Advisories and Household Health Trade-offs”

Jay P. Shimshack, Tulane University  
Michael Ward, Australian National University

Discussant: Jeanne Hogarth, Federal Reserve Board

**3.3 Special Topic Session “Risk, Vulnerability, and Improvisation in Natural Disaster Planning, Mitigation, and Recovery: Implications for Marketing and Public Policy”**

Session Co-Chairs: Stacey Menzel Baker, University of Wyoming  
Ingrid M. Martin, California State University – Long Beach

“The Inevitability of Disasters: The Role of Planning and Improvisation in Sustainable Tourism”

Deirdre T. Guion, North Carolina Central University  
Debra L. Scammon, University of Utah  
Leila Borders, Kennesaw State University

“Understanding the Risk Perceptions and Attitudes of Disaster Subcultures”  
Ingrid M. Martin, California State University- Long Beach  
Wade E. Martin, California State University- Long Beach  
Carol Raish, United States Forest Service

“Defining Disaster and Vulnerability: Implications for Policy Making and Resource Allocation”  
Stacey Menzel Baker, University of Wyoming  
Ronald Paul Hill, Villanova University

Discussant: Ronald Paul Hill, Villanova University

### ***3.4 Special Topic Session “Adolescents and Risky Behaviors”***

Session Chair: Debra M. Desrochers, University of Notre Dame

“Extending the Obesity Discussion: Teen Diets, Behavior, and Use of Nutrition Information”  
Debra M. Desrochers, University of Notre Dame  
Elizabeth S. Moore, University of Notre Dame

“The Effects of Adolescent Age and Anti-Tobacco Ad Campaign Attitudes on Anti-Smoking Beliefs and Intentions to Smoke”  
J. Craig Andrews, Marquette University  
Richard G. Netemeyer, University of Virginia  
Scot Burton, University of Arkansas

“Abstinence Education and Public Policy: Effectiveness of Abstinence-Only Programs as Social Marketing”  
Mary Anne Raymond, Clemson University  
John. F. Tanner, Baylor University  
John D. Mittelstaedt, Clemson University

Discussant: Les Carlson, University of Nebraska-Lincoln

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**FRIDAY, MAY 29**

**3:00- 3:30 PM**

**BREAK**

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**FRIDAY, MAY 29**

**3:30- 5:00 PM**

**SESSION 4**

### ***4.1 Competitive Paper Session “Psychological Research Advances: At the Frontier”***

Session Chair: Kevin Bradford, University of Notre Dame

“Misperception and Confusion as Unintended Consequences of Government-Mandated Warning Labels”  
Deborah J. MacInnis, University of Southern California  
Heather Zhong Wan, University of Southern California

“Can Consumers Correct for Subtle Persuasion? Brand Placement Effects and the Important Roles of Disclosure Information and Timing”

Margaret C. Campbell, University of Colorado at Boulder

Gina S. Mohr, University of Colorado at Boulder

Peeter W.J. Verlegh, Erasmus University

“Vicarious Goal Fulfillment: When the Mere Presence of a Healthy Option Leads to an Ironically Indulgent Decision”

Keith Wilcox, Baruch College/CUNY

Beth Vallen, Loyola College in Maryland

Lauren G. Block, Baruch College/CUNY

Gavan J. Fitzsimons, Duke University

Discussant: Lisa E. Bolton, Pennsylvania State University

#### ***4.2 Special Topic Session “The Role of Quality Information in Healthcare Markets: Competition and Consumer Protection Issues”***

Session Chairs: Debra L. Scammon, University of Utah

John Calfee, American Enterprise Institute

Panelists: Patricia Schultheiss, Federal Trade Commission

Kathleen Kendrick, Agency for Healthcare Research and Quality

Tom Miller, American Enterprise Institute

#### ***4.3 Special Topic Session “Democracy, Civic Participation and Consumption”***

Session Chair: Canan Corus, St. John’s University

“Exploring the Emergence of Civic Consumer Culture through Politicized Shopping”

Janine Dermody, University of Gloucestershire

Stuart Hanmer-Lloyd, University of Gloucestershire

Richard Scullion, Bournemouth University

“Deliberative Democracy for Multi-stakeholder Engagement Process”

Canan Corus, St. John’s University

“The Consumption Strategies of the Poor and the Meaning of Poverty

Bige Saatcioglu, Virginia Tech University

Discussant: Julie L. Ozanne, Virginia Tech University

**4.4 20<sup>th</sup> Anniversary Session “15 Years since NLEA Regulations - Emerging Issues, New Variables and How Nutrition Labeling Really Works”**

Session Chair: Alan S. Levy, Food and Drug Administration

“The Consumer Impact of Carbohydrate Claims: Wording Effects and Front Label/Back Label Interactions”

Judy Labiner-Wolfe, Food and Drug Administration

“Consumer Ability to Interpret Trans Fat Disclosures on the Nutrition Facts of Food Products”

Conrad J. Choiniere, Food and Drug Administration

Alan S. Levy, Food and Drug Administration

“Consumer Impacts of Trans Fat Claims in the Presence of Strength of Science and Marketing Primes When Product Nutrient Quality is Manipulated”

Alan S. Levy, Food and Drug Administration

Conrad J. Choiniere, Food and Drug Administration

“Barriers to Food Label Use among Young Consumers”

Conrad J. Choiniere, Food and Drug Administration

Anu Mitra, American University

Discussant: John Kozup, Villanova University

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**FRIDAY, MAY 29**

**6:00- 7:30 PM**

**POSTER SESSION**

**Sponsored by the Marketing Science Institute**

“Changes in U.S. Home Equity Lending: Evidence from the 1989 through 2004 Survey of Consumer Finances”

Jeanne M. Hogarth, Federal Reserve Board

Andrew D. Vlietstra, Federal Reserve Board

“Consumer Deskillling and the Credit Card Industry: An Intergenerational Perspective”

Sarita Ray Chaudhary, New Mexico State University

Yam B. Limbu, New Mexico State University

“Measuring Consumer Perceptions of Fairness in Financial Services”

James F. Devlin, University of Nottingham

“Online Banking and Identity Theft: Update and Call for Action”

Ruxandra Niculescu, Rutgers University

Mark O’Lexy, Rutgers University

Ryan Schiffino, Rutgers University

Carol Kaufman-Scarborough, Rutgers University

“A Framework for Social Change: Integrating Marketing and Public Policy”

David Brinberg, Virginia Tech University  
Meghan Pierce, Virginia Tech University  
Kim Daniloski, Virginia Tech University  
Julien Stauffer, Università della Svizzera Italiana

“Kingdon’s Multiple Streams Framework: Policy Analysis Tool for Marketing and Society Scholarship”

Jenny Mish, University of Utah

“Sustainability, Overconsumption, and Consumer Well-Being: Implications for Marketing’s Role within a Global Society”

Michael Bone, University of Alberta  
Adam Finn, University of Alberta

“Consequences of Legislating Packaging Behavior: Germany's Green Dot Program”

Lukas Jones, University of Oregon  
Lynn R. Kahle, University of Oregon  
Scott Owen, University of Oregon

“Social Values Segmentation in Marketing Residential Solar Power Installations”

Scott Owen, University of Oregon  
Lynn R. Kahle, University of Oregon

“The Usefulness of Surveys in Antitrust”

Carol Miu, Economists Incorporated

“Determinants of Property Rights: More Empirical Evidence”

Thomas G. Costello, Eastern Illinois University  
Ayse Olcay Costello, Eastern Illinois University

“Heading toward 1984? An Exploratory Study of Business Models and Regulatory Frameworks for Interactive Advertising in the U.S. and the E.U.”

Olesya Venger, University of Pennsylvania

“The Use of Public Relations to Promote a Plan for Rebuilding City after a Disaster: The Rockefeller Foundation in Post-Hurricane Katrina New Orleans”

Owen Kulemeka, University of Illinois

“Contemporary Consumerism: Revealing 21st Century Concerns”

Kristen Walker, California State University- Northridge

“Why Did I Eat That? Exploring the Effects of Perceived Goal Progress and Rumination on Consumer Health Decisions”

Mỹ Bui, University of Arkansas  
Elizabeth Howlett, University of Arkansas  
Scot Burton, University of Arkansas  
Steven Kopp, University of Arkansas

“The Relationship between Homesickness and Compensatory Food Consumption among College Students”

Elizabeth Crosby, University of Illinois Urbana-Champaign  
Cele Otnes, University of Illinois Urbana-Champaign

“When Food is More Than Nutrition: Regulating Emotions with Food”

Elyria Kemp, Texas State University  
Steven W. Kopp, University of Arkansas

“Individualism, Collectivism, and Corporate Social Responsibility: Influence on Obesity Beliefs and Attitudes toward Public Policy”

Jung-Sook Lee, Towson University

“Improving Effectiveness of Restaurant Menu Labeling: An Exploratory Research”

Saroja Subrahmanyam, St. Mary’s College of California

“Consumer Use of Nutrition Symbols”

Monique Mitchell Turner, University of Maryland  
Lucinda Austin, University of Maryland  
Meryl Lubran, University of Maryland  
Sejal Patel, University of Maryland  
Christine Skubisz, University of Maryland

“The Relationship between Advertising Vulnerability and Weight-Loss Strategy Usage among Obese Consumers”

Sheri L. Worthy, Mississippi State University  
Kenneth Pilcher, Mississippi State University  
Kristine Lokken, University of Alabama  
Abbe Boeke, University of Alabama

“The Magical Powers of Supplements: Do Supplements Always Lead to a Healthy Lifestyle?”

Sayantani Mukherjee, California State University-Long Beach  
Ingrid Martin, California State University-Long Beach

“A Test of Objectification Theory on Female Consumers' Product Evaluations”

Chrissy Mitakakis, Baruch College, The City University of New York  
Stephen Gould, Baruch College, The City University of New York

“Are you Ashamed? The Role of Shame in Health Communications”

Kate Pounders, Louisiana State University

“Who is Empowered by PSA’s? A Look at Guilt Proneness and Sensation Seeking”

Karen Becker, The College of New Jersey  
Rowena Briones, University of Maryland  
Brian Keege, Georgetown University

“Shifting Risk-Taking Preferences to Risk-Avoidance Preferences: The Effects of Marketing Messages on Chronic Regulatory Focus”

Jane McKay-Nesbitt, Bryant University  
Malcolm Smith, University of Manitoba

“Mothers' Perceptions of Word of Mouth Marketing When Teens are Used as Buzz Agents”

Bob D. Ahuja, Xavier University  
Tara A. Michels, Xavier University  
Clint S. Schertzer, Xavier University  
Mary M. Walker, Xavier University

“The Role of Values in Cause-Related Marketing: A Thai Pharmaceutical Industry Study”

Apichai Apirattanapimolchai, Southern Cross University  
Peter Vitartas, Southern Cross University

“A Comprehensive Analysis of Consumer Targeting”

Thomas A. Klein, University of Toledo

“Targeting Different Segments of College Student Smokers: Preliminary Results and Proposed Evaluation Strategies”

William D. Diamond, University of Massachusetts

“Aberrant Service Consumer Behavior & Coping”

Sally A. Hibbert, Nottingham University Business School  
Maria G. Piacentini, Lancaster University  
Margaret K. Hogg, Lancaster University

“Could We Have Seen it Coming? On the Prospect of Mining Online Consumer Review Data in Order to Forecast Product Safety Issues”

Gavin Huntley-Fenner, Exponent, Inc.  
Miles Munro, Exponent, Inc.  
Christine Wood, Exponent, Inc.

“A Customer Service Conceptualization of the Behavioral Advertising Privacy Debate”

JoAnna Williamson, University of North Carolina at Chapel Hill

“Consumer Complaint Channel Choice in Online and Offline Purchase Environments: If I Buy Online, Will I Complain Online?”

Seul Lee, University of Georgia  
Brenda J. Cude, University of Georgia

“Preteen Children's Online Privacy: How Online Usage Motives Affect Privacy Concerns and Information Disclosure”

May O. Lwin, Nanyang Technological University  
Anthony D. Miyazaki, Florida International University  
Andrea J.S. Stanaland, Radford University  
Evonne Lee, Nanyang Technological University  
Mindawati Wijaya, Nanyang Technological University

“It’s Cool: Review and Anticipated Impacts of the New Country of Origin Food Labeling Law”  
Christopher Newman, University of Arkansas  
Steven W. Kopp, University of Arkansas

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**SATURDAY, MAY 30**

**7:00- 8:30 AM**

**JPPM EDITORIAL  
BOARD MEETING**

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**SATURDAY, MAY 30**

**8:30- 10:00 AM**

**SESSION 5**

***5.1 20<sup>th</sup> Anniversary Session “JPP&M’s History and Contributions - Reflections of its Editors”***

Session Chair: Alan R. Andreasen, Georgetown University

Panelists: Thomas C. Kinnear, University of Michigan  
Patrick E. Murphy, University of Notre Dame  
Michael B. Mazis, American University  
Debra L. Scammon, University of Utah  
J. Craig Andrews, Marquette University  
Joel B. Cohen, University of Florida  
Ronald Paul Hill, Villanova University

***5.2 Special Topic Session “Unsustainable Consumption Habits: Insights and Implications for Marketing and Public Policy”***

Session Co-Chairs: Leona Tam, Old Dominion University  
Brennan Davis, Baylor University

“Construal Level Theory and Unhealthy Consumption”  
Brennan Davis, Baylor University  
Cornelia Pechmann, University of California at Irvine

“Nudging Better Choices in School Cafeterias”  
Brian Wansink, Cornell University  
Collin Payne, New Mexico State University

“Over-Consumption of Ultra-Concentrated Products”  
Maura L. Scott, University of Kentucky  
Stephen M. Nowlis, Arizona State University  
Naomi Mandel, Arizona State University

“Sustainable Snacking: Aligning Regulatory Orientation and Snack Decision Strategies for Better Results”  
Leona Tam, Old Dominion University  
Jelena Spanjol, University of Illinois at Chicago  
José Antonio Rosa, University of Wyoming

Discussant: Alan Levy, Food and Drug Administration

**5.3 Special Topic Session “Smokers are not all the Same - The Importance of Understanding Motivational Differences among Various Smoker Segments when Developing Policy Strategies”**

Session Chair: Jeremy Kees, Villanova University

“Identifying At-Risk Youth Segments and Reactions to Anti-Tobacco Campaigns”

Marlys J. Mason, Oklahoma State University

Joshua L. Wiener, Oklahoma State University

“The Dilemma of Social Smokers Believing That They Are Not Smokers”

Ingrid M. Martin, California State University-Long Beach

Michael Kamins, Stony Brook University

Aditi Grover, Plymouth State University

“Countering Reactance, Entitlement, and Misguided Optimism in Smoking Cessation Strategies”

Joyce M. Wolburg, Marquette University

Discussant: Jeremy Kees, Villanova University

**5.4 Competitive Paper Session “The Challenges of Sustainable Marketing”**

Session Chair: Easwar Iyer, University of Massachusetts

“Marketing Claims Regarding Carbon Offset Programs: A Comparison of U.S. and Australian Consumer Knowledge and Behavior”

Stacy Landreth Grau, Texas Christian University

Michael Jay Polonsky, Deakin University

Romana Garma, Victoria University

“Environmentally Friendly Consumption Practices: The Ecology of Cultural Context”

Marie Hafey DeVincenzo, University of Utah

“Sustainable Consumer Behaviors: A Conceptual Framework”

Kristin Scott, Oklahoma State University

“Generational Cohort Effects on Green Consumer Behavior”

Gail M. Zank, Texas State University- San Marcos

Karen H. Smith, Texas State University- San Marcos

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**SATURDAY, MAY 30**

**10:00- 10:30 AM**

**BREAK**

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**SATURDAY, MAY 30**

**10:30- 12:00 NOON**

**SESSION 6**

**6.1 Special Topic Session “Consumption Constraints: Highlighting Perspectives from the Spring 2009 Special Issue of JPP&M with Directions for Future Research”**

Session Chair: Stacey Menzel Baker, University of Wyoming

“Marketing to the Poor: An Integrative Justice Model for Engaging Impoverished Segments”

Nicholas Santos, Marquette University

Gene Lacznik, Marquette University

“Healthcare Choices and the Constrained Consumer: A Marketing Systems Perspective on Access and Assortment in Healthcare”

John D. Mittelstaedt, Clemson University

Charles Duke, Clemson University

Robert A. Mittelstaedt, University of Nebraska-Lincoln

“The Philosophy and Methods of a Deliberative Democracy: Implications for Public Policy and Marketing”

Julie L. Ozanne, Virginia Tech University

Canan Corus, St. John’s University

Bige Saatcioglu, Virginia Tech University

**6.2 Special Topic Session “Patient Centered Medical Home: Prospects for Transformation of Healthcare”**

Session Chair: Debra Scammon, University of Utah

Panelists: Julie Day, University of Utah Community Clinics  
Edwina Rogers, Patient Centered Primary Care Collaborative  
Sam Butler, Epic Systems Corporation

Discussant: Kevin Grumbach, University of California San Francisco

**6.3 Competitive Paper Session “A Growing International Problem: Obesity”**

Session Chair: Kathleen Seiders, Boston College

“Loss of Balance? Obesity, Individual Responsibility and Deep Capture”

Janet Hoek, University of Otago

Rachael McLean, University of Otago

“When to say 'When': Self-Regulatory Rituals for Eating and Drinking”

Vanessa Gail Perry, George Washington University

J.D. Lee, George Washington University

“Visceral Cues and Consumer Skepticism: Consumer Reactions to Weight Loss Advertising”

Clinton Amos, Augusta State University

Stacy Landreth Grau, Texas Christian University

“An Investigation into Individual's Repeated Attempts at Behavior Change”  
Courtney Dorms, Valdosta State University

**6.4 Special Topic Session “Resale Price Maintenance after Leegin: Updates, Insights and Opportunities”**

Session Chair: Gregory T. Gundlach, University of North Florida

Panelists: Albert Foer, American Antitrust Institute  
Ken Manning, Colorado State University  
Joseph Cannon, Colorado State University

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**SATURDAY, MAY 30**

**12:00- 1:30 PM**

**LUNCH (ON YOUR OWN)**

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**SATURDAY, MAY 30**

**1:30- 3:00 PM**

**SESSION 7**

**7.1 Competitive Paper Session “Policy Issues with Consumers and Credit”**

Session Chair: Mary Sullivan, George Washington University

“Failure to Understand Compound Interest, and Mitigating Strategies”  
Eric M. Eisenstein, Temple University  
Stephen Hoch, University of Pennsylvania

“The Effectiveness of Real Estate Foreclosure Auctions: A Case Study and Policy Implications”  
Ekaterina V. Karniouchina, Chapman University  
Debra L. Scammon, University of Utah  
William L. Moore, University of Utah  
Dan A. Fuller, Weber State University

“Risk-Based Pricing or Excuse-based Pricing? An Analysis of Penalty Repricing in the Credit Card Industry”  
Joshua M. Frank, Center for Responsible Lending

Discussant: Pauline Ippolito, Federal Trade Commission

**7.2 Special Topic Session “Blind Men and an Elephant - Triangulation of Research Methods to Document the Discrimination of Minority Consumers and Minority Entrepreneurs”**

Session Co-Chairs: Jerome D. Williams, University of Texas at Austin  
Sterling A. Bone, Brigham Young University

“An Experimental Scenario-Based Approach to Analyzing Consumer Response to Marketplace Discrimination”

Jerome D. Williams, University of Texas at Austin  
Geraldine R. Henderson, University of Texas at Austin  
Anne-Marie G. Hakstian, Salem State College  
Sophia R. Evett, Salem State College

“The Plight and Pilgrimage of Minority Small Business Entrepreneurs: Exploring the Experience of Vulnerable Populations with ZMET”

Sterling A. Bone, Brigham Young University  
Glenn L. Christensen, Brigham Young University  
Elise Briggs, Arizona State University

“Market Research for Detecting and Eliminating Racial Profiling and Discrimination in Lending”

Paul Lubin, Informa Research Services

**7.3 Competitive Paper Session “Advances on the Classic Problem: How to Effectively Disclose”**

Session Chair: Nora Rifon, Michigan State University

“A Method to Track Viewing Behavior: Demonstrating the Effect of a Concurrent Disclosure in DTC Advertising”

Jack Swasy, American University  
Anu Mitra, American University

“Does Presentation Make a Difference to Risk Perception: Testing Different Formats for Communication of Cancer Risks”

Sandra C. Jones, University of Wollongong

“The Effect of Front-of-Package Nutrition Information and Product Claims on Consumers' Attitudinal Evaluations and Choice Behavior”

Ninya Maubach, Massey University  
Janet Hoek, University of Otago  
Philip Gendall, Massey University  
Duncan Hedderley, Crop and Food Research

“Perceptions of Nutrition Symbols by Some U.S. Consumers”

Chung Tung Jordan Lin, Food and Drug Administration

**7.4 Competitive Paper Session “Collision? Marketing, Reciprocity, and Privacy in an Evolving Society”**

Session Chair: Patrick Kaufmann, Boston University

“Beyond the Water Cooler: Gender Differences in Privacy-Related Measures for Facebook Profile Usage beyond Its Original Purpose”

Mariea Grubbs Hoy, University of Tennessee  
George R. Milne, University of Massachusetts

“What Californians Understand About Privacy Offline”

Chris Jay Hoofnagle, University of California, Berkeley  
Jennifer King, University of California, Berkeley

“Consumer Perceptions of Online Privacy: Behavioral Targeting and the Value of Personal Information”

Poonam Kumar, Saginaw Valley State University  
Eloise Coupey, Virginia Tech University  
Mary Peck, Virginia Tech University

“Policy Implications of Reciprocity and Independent Judgment”

Jeff Langenderfer, Meredith College  
Marlys Mason, Oklahoma State University  
Xiang Fang, Oklahoma State University

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**SATURDAY, MAY 30**

**3:00- 3:30 PM**

**BREAK**

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**SATURDAY, MAY 30**

**3:30- 5:00 PM**

**SESSION 8**

**8.1 Competitive Paper Session “Food for Thought: Appeals, Choices, (and Confusion)”**

Session Chair: Carol Motley, Florida A&M University

“Consumer Confusion in the Marketplace”

Paula Bone, West Virginia University  
Jeremy Kees, Villanova University  
Karen France, West Virginia University  
John Kozup, Villanova University

“The Mere Categorization Effect on Perceived Healthiness and Consumption of Food Items”

Caglar Irmak, University of South Carolina  
Beth Vallen, Loyola College in Maryland

“Parental Vulnerability to Advertising Strategy: Emotion-based Appeals in Food Ads”

Deirdre T. Guion, North Carolina Central University

Julie V. Stanton, Pennsylvania State University

“Using the Theory of Planned Behavior as a Framework for Understanding the Organic Food Consumer: An Exploratory Study”

Sally Williams, Texas State University- San Marcos

Karen H. Smith, Texas State University- San Marcos

### ***8.2 Competitive Paper Session “Helping Consumers to Help Themselves (and Others)”***

Session Chair: Kathleen Kelly, Colorado State University

“Perceptions of Service Quality with Credence Services”

Ann Mirabito, Baylor University

Leonard E. Berry, Texas A&M University

Jelena Spanjol, University of Illinois at Chicago

“Reducing Resistance to Planning for End-of-Life: A Social Marketing Approach”

Elyria Kemp, University of Arkansas

Steven W. Kopp, University of Arkansas

“What’s Behind My Good Deeds? Self-Enhancement, Self-View, and Donation”

Joon Yong Seo, University of Utah

Debra L. Scammon, University of Utah

### ***8.3 Special Topic Session “Developmental Perspectives on Children’s Responses to Marketing Stimuli”***

Session Chair: Wendy Boland, American University

“You Drive a Prius? I Bet I Know What Brand of Cereal You Eat!: Children's Understanding of Consumption Constellations”

Lan Nguyen Chaplin, University of Arizona

Tina M. Lowrey, University of Texas at San Antonio

“Do Sales Promotions Persuade Children to Buy?”

Wendy Attaya Boland, American University

Lance-Michael Erickson, University of Arizona

“Long-Term Effects of Advertising to Children on Judgment in Adulthood”

Paul M. Connell, Stony Brook University

Merrie Brucks, University of Arizona

Jesper H. Nielsen, University of Arizona

Discussant: Sonya Grier, American University