

## 2011 AMA Marketing and Public Policy Conference

Emerging Concerns in an Increasingly Interconnected World

Co-Chairs:

Elizabeth Howlett, Sam W. Walton College of Business, University of Arkansas  
John Kozup, Villanova University Center for Marketing and Public Policy Research  
Jeremy Kees, Villanova University Center for Marketing and Public Policy Research

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**THURSDAY, JUNE 2, 2011**

### Pre-Conference Marketing and Public Policy Research Workshop

Sponsored By:



**8:00 AM – 5:00 PM**

8:00 to 8:55 AM Breakfast

Location: TBA

Informal introductions between faculty and students/early career scholars

#### Introductions

Pam Ellen, Georgia State University  
Josh Wiener, Oklahoma State University  
Ron Hill, Villanova University

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9:00 to 10:00 AM      Morning Session I

***Methodological Issues in Public Policy & Marketing***

Location: TBA

Moderator: Eric Arnould  
Stacey Baker, University of Wyoming  
Scot Burton, University of Arkansas  
Lauren Block, Baruch College, CUNY

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10:10 to 11:10 AM      Morning Session II

***New substantive domains in Public Policy & Marketing***

Location: xxxx

Moderator: Bill Wilkie, University of Notre Dame  
Betsy Moore, University of Notre Dame  
Greg Gundlach, University of North Florida  
Debbie Scammon, University of Utah

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11:15 AM to 12:15 PM      Morning Session III

***Publishing on controversial issues in Public Policy & Marketing***

Location: TBA

Moderator: Steve Kopp, University of Arkansas  
Ray Taylor, Villanova University  
Paul Bloom, Duke University  
Jerome Williams, Rutgers University School of Business

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12:25PM to 1:30 PM      Lunch

***Faculty will be assigned an even number of participants to sit with at lunch***

Location: TBA

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1:45 to 2:45 PM      Afternoon Session I

***Agency research needs in Public Policy & Marketing***

Location: TBA

Moderator: Sonya Grier, American University

Jan Pappalardo, Federal Trade Commission

Alan Levy, Food and Drug Administration

Jeanne Hogarth, Federal Reserve

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3:00 to 5:00 PM

Afternoon Session II

***Conversation with the Department of the Treasury about financial disclosures***

Location: TBA

Moderator: Ron Hill, Villanova University

Moderator: John Kozup, Villanova University Center for Marketing and Public Policy  
Research

Various Treasury Executives