

...Marketing & Public Policy Conference

Pre Conference Workshop...

The Marketing and Public Policy Conference was preceded by a very successful one-and-a-half day workshop on research in social marketing with over 40 attendees. It was sponsored by the Kogod School of Business at American University, the American Marketing Association, the Marketing and Society Special Interest Group (MASSIG), Marketing Communications Special Interest Group (MCSIG), and the Consumer Behavior Special Interest Group (CBSIG). Distinguished presenters and academics presented papers and discussed strategies for the use of scholarly research in marketing to promote socially beneficial behavior change.





Pre-Conference Presenters

Alan Andreasen, Professor

McDonough School of Business, Georgetown University

Janet Hoek, Professor of Marketing, Massey University

John Thøgersen, Professor of Economic Psychology,
Aarhus School of Business, University of Aarhus

Michael Rothschild, Emeritus Professor,
School of Business, University of Wisconsin

Marvin Goldberg, Irving & Irene Bard Professor of Marketing,
Penn State University

Natalie Adkins, Assistant Professor of Marketing,
Creighton University

Barbara Khan, Dorothy Silberberg Professor of Marketing,
University of Pennsylvania

Lauren Block, Professor of Marketing,
Zicklin School of Business, Baruch College

Laura Perachio, Professor of Marketing,
University of Wisconsin, Milwaukee

Brian Wansink, John S. Dyson Chair of Marketing
and Nutritional Science, Cornell University

Bill Smith, Academy for Educational Development (AED)

David Morse, Vice President for Communications, the Robert
Wood Johnson Foundation

Bob O'Connor, Program Director, National Science Foundation

Brad Wible, Fellow, Office of Behavioral and Social Sciences
Research, National Institute of Health

Sonya Grier, American University

