



Third Federal Trade Commission  
**CONFERENCE ON MARKETING  
AND PUBLIC POLICY**



March 19-20, 2026

Washington, D.C

# AGENDA

## Thursday, March 19

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11:30 AM **Registration and Lunch** (provided)

12:30 PM **Welcome and Introduction**  
**K. Sudhir** (Yale School of Management)

12:45 PM **Information Disclosure and AI**  
Introduction: **Shiva Koohi** (Federal Trade Commission)

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

**Brian Jay Tang** (University of Michigan), Kaiwen Sun (Indiana University Bloomington), Noah T. Curran (University of Michigan), Florian Schaub (University of Michigan), Kang G. Shin (University of Michigan)

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

Angela Aerry Choi (Korea University), Anindya Ghose (New York University), **Heeseung Andrew Lee** (University of Texas at Dallas), Wonseok Oh (Korea Advanced Institute of Science and Technology)

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

**Joanna Quan** (Virginia Tech), Wenqi Shen (Virginia Tech)

Discussant: **David Holtz** (Columbia Business School)

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- 2:10 PM **Break**
- 2:30 PM **Price Transparency: Fees**  
Introduction: **David Ovardia (Federal Trade Commission)**
- The impact of surcharges on consumers: the role of consideration set formation  
**Abdullah Althenayyan (Columbia Business School)**, Vicki Morwitz (Columbia Business School)
- Cleanin' It Up: Unshrouding Hidden Fees on a Peer-to-Peer Platform  
Kevin D. Tran (University of Bristol), Leonardo Madio (University of Padua),  
**Michelangelo Rossi (HEC Paris)**, Mark J. Tremblay (University of Nevada, Las Vegas)
- Discussant: **Tanjim Hossain (University of Toronto)**
- 3:35 PM **Break**
- 3:55 PM **FTC Policy on Consumer Protection**
- Consumer Awareness in the Digital Age  
**Devesh Raval (Federal Trade Commission)**
- User Interaction with Digital Platforms: A Consumer Protection Perspective  
**Nellie Lew (Federal Trade Commission)**
- 4:50 PM **Closing: Day 1**  
**Ginger Jin (University of Maryland)**
- 5:30 PM **Reception at the John Hopkins University Bloomberg Center**  
555 Pennsylvania Avenue NW, Washington, D.C.

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## Friday, March 20

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8:00 AM **Registration and Breakfast** (provided)

9:00 AM **Consumer Search**

Introduction: **Leon Guzman (Federal Trade Commission)**

[Leaving Money on the Dashboard: Price Dispersion and Search Frictions on Uber and Lyft](#)

**Jeffrey Fossett (Johns Hopkins University)**, Michael Luca (Johns Hopkins University), Yejia Xu (Theia Insights)

[The Impact of LLM Adoption on Online User Behavior](#)

Nicolas Padilla (London Business School), **H. Tai Lam (Anderson School of Management, UCLA)**, Anja Lambrecht (London Business School), Brett Hollenbeck (Anderson School of Management, UCLA)

[Understanding Data Collection, Brokerage, and Spam in the Lead Marketing Ecosystem](#)

**Yash Vekaria (UC Davis)**, **Nurullah Demir (Stanford University)**, Konrad Kollnig (Maastricht University), Zubair Shafiq (UC Davis)

Discussant: **Leon Mulsoff (The Wharton School, University of Pennsylvania)**

10:25 AM **Break**

10:45 AM **FTC Research on Consumer Protection**

Introduction: **Eric Spurlino (Federal Trade Commission)**

[Why Do Brands Matter? Evidence from Supermarket Rebranding](#)

Xiao Dong (Federal Trade Commission), Paul Koh (Yonsei University), Devesh Raval (Federal Trade Commission), **Brett Wendling (Federal Trade Commission)**

[Influencer Endorsements and Sales](#)

**William Violette (Federal Trade Commission)**

[Delete to Compete: The Effects of Suppressing Negative Product Reviews](#)

**Patrick McAlvanah (Federal Trade Commission)**

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11:45 PM **Lunch** (provided)

1:00 PM **Information Disclosure and Gaming**

Introduction: **Ben Casner (Federal Trade Commission)**

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

**Qi Yu (Lee Kong Chian School of Business, Singapore Management University)**,  
Zhe Lin (International Business School Suzhou, Xi'an Jiaotong-Liverpool University)

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

**Ivan Li (Jindal School of Management, University of Texas)**

Discussant: **Avi Goldfarb (Rotman School of Management, University of Toronto)**

2:05 PM **Break**

2:25 PM **Detectability and Disclosure in Consumer Markets**

Introduction: **Janis Pappalardo (CFPB, invited)**

Product Reformulation: A Suitable Substitute?

**Youngeun Lee (Carroll School of Management, Boston College)**, Anna Tuchman (Kellogg School of Management, Northwestern University), Caroline Wang (Kellogg School of Management, Northwestern University)

Introduction: **David Givens (Federal Trade Commission)**

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

**Stacie A. Bosley (Hamline University)**, Kiana Kotasek (Hamline University), Sarah Greenman (Hamline University), Samantha Snyder (Hamline University)

3:25 PM **Break**

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3:45 PM

## Privacy

Introduction: **James Thomas (Federal Trade Commission)**

[In Privacy We Trust: The Effect of Privacy Regulations on Data Sharing Behavior](#)

**Ozge Demirci (Imperial College London Business School)**, Eva Ascarza (Harvard Business School), Ayelet Israeli (Harvard Business School)

[Did Apple's App Tracking Transparency Framework Harm the App Ecosystem?](#)

**Cristobal Cheyre (Cornell University)**, Benjamin T. Leyden (Cornell University), Sagar Baviskar (Carnegie Mellon University), Alessandro Acquisti (Massachusetts Institute of Technology)

[Consumer Value of Privacy: Evidence from an Online Retailer](#)

**Mimansa Bairathi (UCL School of Management)**, Ankit Sisodia (Purdue University), Mayur Choudhary (Indiana University)

Discussant: **Malika Korgenbekova (University of Chicago Booth School of Business)**

5:10 PM

## Closing: Day 2

**Yeşim Orhun (University of Michigan Ross School of Business)**



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