

Final Programme

Thursday 16 June 2011

10:00 – 11:00	<i>Registration and Tea/Coffee/Pastries</i>
11:00 – 11:10	Welcome Remarks: Professor Neil Ward (Dean of Faculty of Social Sciences)
First session: Chair: Catherine Waddams (CCP & Norwich Business School)	
11:10 – 12:00	David Reiley (Yahoo Research): 'Does Retail Advertising Work? Measuring the Effects of Advertising on Sales via a Controlled Experiment on Yahoo'
12:00 – 12:50	Michael Harker (CCP & UEA Law School) and Judith Mehta (CCP): 'Intervening to 'Steer' Consumers towards Welfare-enhancing Choices: A Silver Bullet?'
12:50 – 14:00	<i>Lunch</i>
Second session: Chair: Bruce Lyons (CCP & School of Economics)	
14:00 -14:50	Christine Jolls (Yale Law School): 'Consumer Bias and Legal Policy'
14:50 – 15:40	Bob Sugden (CCP & School of Economics, UEA): 'The 'Nudge' Approach: A case of over-selling'
15:40 – 16:10	<i>Tea/Coffee</i>
Third session: Chair: Pinar Akman (CCP & Norwich Law School)	
16:10 – 17:00	Kati Cseres (Amsterdam Center for Law and Economics): 'Activating Competition: Consumers' Participation in the Economic Realization and the Legal Control of Competitive Markets'
17:00 – 17:50	Florian Zettelmeyer (Northwestern University): 'Information Disclosure as a Matching Mechanism: Theory and Evidence from a Field Experiment'
17:50 – 18:40	Geraint Howells (University of Manchester): 'Behavioural Economics and Consumer Law'
18:40 – 19:15	<i>Drinks</i>
19:15	<i>Coach to Delia's</i>



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08:30 – 09:00 *Late Registration*

Fourth session:

Chair: Hussein Kassim (CCP & School of Political, Social and International Studies)

09:00 – 09:50 **Gunnar Trumbull** (Harvard Business School) 'Credit Access and Social Welfare in France and America'

09:50 – 11:05 **Adam Land** (UK Competition Commission) 'Recent Experience of Consumer-facing Remedies in the UK Market Investigations' Response by **Luke Garrod** (University of Loughborough)

11:05 - 11:35 *Tea/Coffee*

Fifth session:

Chair: Morten Hviid (CCP & Norwich Law School)

11:35 – 12:25 **Spencer Weber Waller** (Loyola University Chicago): 'Competition and Consumer Protection in the US: Benefits and Burdens of Extreme Decentralization'

12:25 – 13:15 **Meghan Busse** (Northwestern University): Out with the old and in with the New: The Impact of Cash for Clunkers

13:15 – 14:15 *Lunch*

Final session:

Chair: Stephen Davies (CCP & School of Economics)

14:15 – 15:05 **Catherine Ball, Graham Loomes and Catherine Waddams** (CCP) 'Consumer Behaviour: Evidence from Surveys'

15:05 – 15:55 **Steve Puller** (Texas A&M University): 'Retail Energy Choice: Why do consumers appear to leave money on the table?'

15:55 - 16:15 Closing Remarks/End of conference (Catherine Waddams)

