

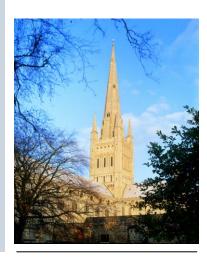
Final Programme

Thursday 16 June 2011			
10:00 – 11:00	Registration and Tea/Coffee/Pastries		
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	Lunch		
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	Tea/Coffee		
Third session:			
Chair: Pinar Ak	man (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	Drinks		
19:15	Coach to Delia's		









Friday '	17 J	lune	2011
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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)		





