

## **Call for Papers: Special Issue of *Marketing Science* on Consumer Protection**

**Submission Deadline: July 31, 2017**

As the primary law enforcement agency for policing marketing practices against consumer harm, the FTC has benefited from the marketing literature in its long history of case and policy work. The aim of this special issue is to advance cutting-edge marketing science research that will likely have a significant impact on FTC practice.

We invite all papers that address issues at the interface of marketing science and consumer protection policy and regulation. Theoretical, empirical, and experimental approaches are all welcome.

The initial announcement for the special issue was included with a call for papers for a joint Marketing Science-FTC conference held at the FTC on September 16, 2016. The goal of the conference was to generate interest and discussion at the interface of marketing science and consumer protection. It served as a vehicle (1) for marketing scholars to learn about the FTC's practice in consumer protection, thereby promoting research with potentially high impact in the practice of consumer protection and regulation, and (2) to introduce FTC staff to some of the cutting-edge research being done by marketing scholars that are relevant to its practice.

ALL authors irrespective of whether they presented at the conference are encouraged to submit to the special issue. All papers will go through the standard Marketing Science review process.

Potential research topics include, but are not limited to:

### **Advertising Claims**

Substantiation of advertising, consumer response to false advertising, firm incentives to truth-in-advertising, impact of regulatory scrutiny on advertising behavior, consumer response to health claims in advertising and package labeling, etc.

### **Online Marketing**

Legal barriers to online marketing, cross-border marketing of products, online targeting, deceptive targeted advertising, differences between offline and online marketing, distinct features of social media marketing, market design and principal-agent concerns with multiple layers of brokers and affiliates, etc.

### **Review and Feedback Mechanisms**

Platform incentives for effective review and feedback mechanisms, the role of enforcement in the presence of reviews and feedback mechanisms, fraudulent and manipulated reviews, reviewer incentives to provide feedback, organic and sponsored reviews, firm actions to solicit reviews, etc.

### **Privacy, Data Security, and Big Data**

Consumer valuation of privacy, welfare benefits of individually customized products and offers, consumer understanding of marketing claims based on privacy or security, supply and demand of data security products, consumer behavior in the aftermath of a security breach, price discrimination and individualized marketing, targeting and discrimination against protected classes, etc.

## **Marketing of Risk**

Consumer response to marketing of products that involve risk, for example, extended warranty of durable goods, pay-day loans, consumer finance, bank overdraft protection, mobile telecom plans with unlimited minutes; similarities and differences between regular marketing and the marketing of risk; the role of regulation in the marketing of risk; product recalls and product safety regulation, etc.

## **Using Behavioral Bias in Marketing**

Behavioral bias embedded in consumer response to marketing, marketing practices that take advantage of consumer's behavior bias, behavior bias as a barrier for firms to market new products, and the social benefits and social costs of using behavioral biases in marketing, etc.

## **Fraud**

Signals of fraudulent (e.g., counterfeit) marketing, consumer ability to avoid fraudulent marketing, how legitimate firms use marketing to distinguish themselves from fraudulent competitors, etc.

## **Pricing to Consumers and within Channels**

Quantity-based discounts, tying, bundling, retail price maintenance, minimum advertised price, slotting allowances, the balance of efficiency versus anti-competitive effects of these pricing arrangements, etc.

## **Agreement with Competitors**

Agreement with competitors (via bilateral contract or trade association) on advertising restrictions, price, code of ethics, exclusive member benefits, entry barriers, related antitrust considerations etc.

## **Important Dates**

Special Issue Submission Deadline: July 31, 2017

## **Special Issue Editors**

Editor-in-Chief: K. Sudhir

Senior Editors: Avi Goldfarb, Ganesh Iyer and Ginger Jin

## **Special Issue Submission Guidelines**

Please submit your manuscript online via ScholarOne Manuscript Central at <http://mc.manuscriptcentral.com/mksc>. When choosing Manuscript Type in Step 1 of the submission process, enter **Special Issue – Consumer Protection**. All papers will go through the standard Marketing Science review process i.e., the EIC will assign each submission to one of three SEs or the EIC, who will then manage the review process from that point.

For questions about the fit of a paper for the "Consumer Protection" special issue, authors can send a one-page abstract to one of the special issue editors. The editors will comment on the fit without making any judgment on the quality and the potential publication prospects, which will be judged entirely by the review process. Authors can submit papers for review to the "consumer protection" special issue at any time until the special issue deadline.