

Marketing and Public Policy Preconference Workshop
Villanova School of Business
Graduate Student and New Faculty Orientation
May 27th - 29th, 2008

The Villanova School of Business is sponsoring a preconference workshop designed for Ph.D. students, junior faculty, and academics who are interested in the field of Public Policy and Marketing. We are bringing together some of the thought leaders of the field to provide this 3-day workshop. The cost for attendees is \$100.00 with accommodations being held at the Villanova Conference Center. This fee will cover most meals, minimizing additional out-of-pocket costs. You should plan to arrive May 26th and depart for the Marketing and Public Policy Conference, held in Philadelphia, the evening of May 29th. A tentative schedule is outlined below, with additional information to follow:

Tuesday, May 27th, 2008

[7:30a – 9:00a] Breakfast Orientation: Introduction to preconference workshop under the direction of Dr. Joshua L. Wiener and Dr. Pam Scholder Ellen

[9:00a – 12:00p] Morning Session: “The Distortion of Markets: Unintended Consequences of Public Policy”

Dr. Charles R. Taylor
John A. Murphy Professor of Marketing
Villanova School of Business

Dr. David Stewart
Anderson Graduate School of Management
University of California, Riverside

Too often regulation takes place without an adequate understanding of the ways in which markets operate, firms manage and consumers behave. This presentation suggests that marketers can make an especially important contribution to consumer welfare and public policy by providing information about the likely consequences of market regulation on the market behavior of firms and consumers. Examples of how marketers might contribute are offered.

[12:00p – 1:00p] Lunch Speaker: James Danko
The Helen and William O’Toole Dean
Villanova School of Business, Villanova University

[1:00p – 4:00p] Afternoon Session: “Alternative Perspectives and Paradigms for Research Method in Public Policy and Marketing”

Dr. George R. Franke
Professor and Reese Phifer Fellow of Marketing
University of Alabama

Dr. Julie L. Ozanne
Professor of Marketing
Virginia Tech

Drs. Franke and Ozanne will provide an overview of research methods used in the field of marketing and public policy, discuss characteristics of effective research applications, and review recent methodological advances with potential for successful implementation in policy research. In addition to covering traditional research approaches, they will present some more novel approaches including ethnography and participatory action research.

Wednesday, May 28th, 2008

[9:00a – 12:00p] Morning Session: “Exploring the Terrain of Obesity Research”

Dr. Elizabeth S. Moore
Associate Professor and Chair in Marketing
University of Notre Dame

Dr. Brian Wansink
John S. Dyson Chair of Marketing
Cornell University

The substantive focus of this session will be on obesity in children and adults. This is a public policy issue that has drawn the attention of a diverse set of stakeholders including members of Congress, government regulators, consumer advocates, public health officials and academics in fields ranging from medicine to marketing. Despite this high level of interest, there is relatively little policy related research in marketing or consumer behavior. There are many opportunities available for interested researchers. This is an area that can be approached from a variety of perspectives and research methods. In this session, we will draw on some of our own research to highlight different levels of analysis and approaches that can be used to inform policy makers and academics. The discussion will range from experimental research on the determinants of adult consumption behavior, to an analysis of new methods of marketing to children, to a broader investigation of the aggregate marketing system in operation. One of our goals for this session is to demonstrate the value of thinking broadly about policy issues and how they might be studied. It is our hope that the session will stimulate a diverse set of new projects in this exciting area.

[12:00p – 1:00p] Lunch Speaker: Debra J. Ringold
Dean and Professor
Atkinson Graduate School of Management
Willamette University

[1:00p – 4:00p] Afternoon Session: “Business Unusual: Strategies and Tactics for Building a Research Career”

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

Dr. Sonya A. Grier
Kogod School of Business
American University

We have each built our careers on what we lovingly call an "eclectic" research program driven by our individual interests and curiosities. We aim for our workshop session to provide strategies and tactics to build a research career focused on non-

traditional research topics that you love. In our workshop, we will discuss how we decide what projects to work on, share some of our current research and focus on how to nurture your eclectic interests into refined research questions and actual studies. After our initial introductions to our research and ideas, we will have a small group exercise which challenges you to develop a “less traditional” research idea in the domain of marketing and public policy based on the presentations and information you have heard/read over the past two days. We will then reassemble the larger group, and acting as facilitators, help flesh out some of the refined initial ideas into actionable research. We will also draw upon the expertise of all workshop presenters and attendees to identify the best approaches to frame, position, and develop your eclectic research ideas.

Thursday, May 29th, 2008

[9:00a – 12:00p] Morning Session:

Dr. Punam Keller
Charles Henry Jones Third Century Professor of Management
Tuck School of Business, Dartmouth College

[12:00p – 1:00p] Lunch Speaker: Dr. Madhu Viswanathan
University of Illinois

“From Subsistence Marketplaces to Sustainable Marketplaces: Implications for Marketing and Public Policy”

This presentation will describe a program of research on subsistence marketplaces, social initiatives based on this research, and teaching initiatives, emphasizing the synergies that exist between these three arenas. This program of research over the last decade has examined low-literate consumers in the US and low-literate, low-income buyers, and sellers, in subsistence marketplaces. Based on this research we developed several social initiatives: nutrition education materials for programs in the US and a unique marketplace literacy program in India. Whereas much previous work in research and practice has focused on microfinancing, we have developed a consumer and entrepreneurial literacy program based on our research that complements these important efforts by focusing on know-how, and can empower individuals living in subsistence to participate in the marketplace and engage in mutually beneficial exchanges. In turn, this work has led to a yearlong, innovative interdisciplinary course on product and market development for subsistence marketplaces at the University of Illinois, among the first of its kind to be offered in universities. Based on this experience, we have piloted and are currently scaling a module for first semester undergraduate students in business on developing sustainable businesses for subsistence contexts. Implications of this work for marketing and policy in enabling sustainable marketplaces will be discussed.

[1:00p – 4:00p] Afternoon Session: “Now it’s Time to Dance”

Dr. Joshua L Wiener
Professor and Head of the Department of Marketing
Director of Center for Social & Services Marketing
Oklahoma State University

Dr. Pam Scholder Ellen
Associate Professor of Marketing
Georgia State University

The presentation will present an overview of the marketing and public policy field and discuss the why, how, and what of working in the field.

Mindful Considerations:

* For arrival into Philadelphia, it is best to use the Philadelphia Airport or 30th Street Station (if arriving by train). Directions from these locations can be found at the following website: <http://www.villanova.edu/enroll/admission/visit/maps/index.htm>.

* Accommodations will be held at the Villanova Conference Center, at a rate of approximately \$125 per night. Please make reservations under the Marketing and Public Policy Conference, by calling (610) 523-1776.

* At the conclusion of this preconference workshop, we encourage you to attend the Marketing and Public Policy Conference held in Philadelphia. Additional information regarding this conference can be found at the following website: <http://www.villanova.edu/business/excellence/marketing/events/conference.htm>.

* If your university is unable to sponsor your attendance, a small number of scholarships will be awarded to select candidates. If additional funds are needed, please make us aware in your application and contact Dr. Ron Hill at ronald.hill@villanova.edu.

Please return the attached application and \$100 registration fee to the address provided by April 1, 2008. Because we are unable to process credit card payments at this time, please pay by check made out to Villanova University.

**Current Issues in Marketing and Public Policy
Graduate Student and New Faculty Preconference Workshop**

Name: _____

School: _____

Advisor: _____

Home Address:

School Address:

Phone: (____) _____

Email: _____

Nominating Faculty Member (If Graduate Student): _____

Educational Background (Degrees and Institutions): _____

Major Areas of Research Interest: _____

Are you applying for a need-based scholarship (housing and registration)

___ yes ___ no

OTHER INFORMATION:

1. If you are a current doctoral student, we ask that your application be accompanied by a nomination from a member of faculty. Please provide the name of said faculty member in the space provided above.

2. Registration is \$100, to be paid by check made out to Villanova University.

Please return to:

Villanova School of Business
Office of the Dean
c/o Ron Hill
Villanova University
800 Lancaster Avenue
Villanova, PA 19085
Ronald.hill@villanova.edu

DUE DATE: April 1, 2008
NOTIFICATION: April 15, 2008