



Behavioural Economics, Consumer Policy, and Consumer Law – An International and Interdisciplinary Symposium

24th– 26th June 2010
European University Institute (EUI), Florence, Italy

Venue: EUI, Badia Fiesolana, Sala Teatro

FINAL Programme

Thursday, 24th June 2010

19:30 – 22:00 Welcome Dinner & Get To Know Each Other
EUI, Loggia Inferiore, Badia Fiesolana

Friday, 25th June 2010

09:00 – 09:15 **Welcome & Introduction**
Hans-W. Micklitz, *EUI, Florence* and **Lucia Reisch**, *CBS, Copenhagen*

Chairs: Hans-W. Micklitz and Lucia Reisch

09:15 – 10:45 **Setting the Stage**
David Mair, *DG Sanco, Brussels*
“Economic Underpinnings of European Consumer Law”

Information, Consumer Decision Making and Behaviour I
Daniel John Zizzo, *University of East Anglia, Norwich*
“Behavioral Anomalies and the Market: The Cases of Complexity and Shaping”
Discussant: Pauline Ippolito, Federal Trade Commission, Washington DC

10:45 – 11:15 *Coffee Break*

Chairs: Kornelia Hagen, DIW Berlin and John Thøgersen, Aarhus School of Business

11:15 – 12:30 **Information, Consumer Decision Making and Behaviour II**
David Leiser, *Ben-Gurion University of the Negev, Beer-Shiva*
“Paradoxical Effects of Full Disclosure”
Bas Verplanken and Ayana Sato, *University of Bath*
“On the Yin and Yang of Impulsive Buying: A Self-Regulatory Approach”
Discussant: Helmut Jungermann, TU Berlin

12:30 – 14:00 *Lunch*

Chairs: Alan Mathios, Cornell University, Ithaca and Folke Ölander, Aarhus School of Business

14:00 – 15:30 **Information, Consumer Decision Making and Behaviour III**

Davide Dragone, *University of Bologna*

“Food Consumption, Social Conformism and Health Concerns: Implication for Public Policy”

Michael Faure, *Maastricht University* and **Hanneke Luth**, *Erasmus University Rotterdam*

“Behavioural Economics in Consumer Policy: Cautions and Considerations”

Discussant: Trevor Webb, Food Standards Australia / New Zealand, Canberra

15:30 – 16:00 *Coffee Break*

Chairs: Lucia Reisch and John Thøgersen

16:00 – 17:30 **How Can Behavioural Economics Inform Consumer Policy Making?**

Maria Lissowska, *DG Sanco, Brussels*

“Behavioural Economics Elements in the OECD Toolkit for Policymakers”

Sabine Frerichs, *University of Helsinki*

“False Promises? A Sociological View on the ‘Behavioural Turn’ in Law and Economics”

Discussant: Robert Mayer, University of Utah

20:00 Social Dinner
Restaurant Reggia degli Etruschi, Fiesole

Saturday, 26th June 2010

Chairs: Hans-W. Micklitz and Christian Twigg-Flesner, University of Hull

09:00 – 10:45 **Behavioural Economics and the Law**

Willem van Boom, *Erasmus University Rotterdam*

“No Such Thing as a Free Lunch – Should the Law Remedy (and if so, how?) the Influence of Price Intransparency on Consumer Decision-Making?”

Geraint Howells, *University of Manchester*

“Tobacco Liability – Cases in Which Judges Lose Their Critical Faculty”

Jan Trzaskowski, *Copenhagen Business School*

“Behavioural economics and the law: How behavioural economics and neuroscience may be applied to the interpretation of unfair commercial practices”

10:45 – 11:15 *Coffee break*

11:15 – 12:30 **Issues in Behavioural Finance**

Andreas Oehler and **Daniel Kohlert**, *University of Bamberg*

“The Quality of Financial Advice and its Determinants – Do Financial Knowledge and Status as well as Branch Location Influence Advice Quality?”

Gerald Spindler, *University of Goettingen*

“Behavioral Finance and Securities Market Regulations – Lessons for Investor Protection”

12:30 – 14:00 *Lunch*

Chairs: **Alan Mathios** and **Folke Ölander**

14:00 – 15:00 **Behavioural Economics and Consumer Policy: Learnings and Discussion**



A symposium on behalf of the **Journal of Consumer Policy** (Springer Publishers)

Convenors

Hans-W. Micklitz, European University Institute, Editor

Lucia A. Reisch, Copenhagen Business School, Editor

Conference Committee

Alan Mathios, Cornell University (USA), Editor

Folke Ölander, Aarhus School of Business, University of Aarhus (DK), Founding Editor

John Thøgersen, Aarhus School of Business, University of Aarhus (DK), Editor

Christian Twigg-Flesner, University of Hull (UK), Editor

Kornelia Hagen, German Institute for Economic Research (DIW Berlin), Guest Editor of Special Issue

Supporting Institutions

European University Institute (EUI), Florence, Italy

Copenhagen Business School (CBS), Copenhagen, Denmark

German Institute for Economic Research (DIW Berlin), Berlin, Germany

