

CFPB Symposium: Behavioral Economics

September 19, 2019

8:30-9:00am Registration

9:00-9:15am **Opening Remarks by Director Kathleen Kraninger**

9:15-9:40am **First Panel: Methodological Foundations of Behavioral Economics**

Introduction by the Moderator: (5 minutes)

- **Melissa Knoll, Section Chief, Decision-making and Behavioral Studies, Office of Research, CFPB**

Presentations by the Panelists: (20 minutes, divided equally)

- **Dr. Michael R. Baye, Ph.D., Bert Elwert Professor of Business, Indiana University Kelley School of Business**
- **Dr. David Gal, Ph.D., Professor of Marketing, University of Illinois at Chicago**
- **Dr. John G. Lynch, Ph.D., Senior Associate Dean for Faculty and Research, University of Colorado Leeds School of Business**
- **Dr. Brigitte Madrian, Ph.D., Dean and Marriott Distinguished Professor, Brigham Young University Marriott School of Business**

9:40-10:35am **Moderated Discussion** (55 minutes total)

10:35-10:50am **Break**

10:50-11:15am Second Panel: Behavioral Law & Economics and Consumer Financial Protection

Introduction by the Moderator: (5 minutes)

- **Jason Brown, Assistant Director, Office of Research, CFPB**

Presentations by the Panelists: (20 minutes, divided equally)

- **Dr. Gregory Elliehausen, Ph.D., Principal Economist, Board of Governors of the Federal Reserve System**
- **Dr. Brigitte Madrian, Ph.D., Dean and Marriott Distinguished Professor, Brigham Young University Marriott School of Business**
- **Dr. Janis K. Pappalardo, Ph.D., Assistant Director, Federal Trade Commission Bureau of Economics, Division of Consumer Protection**
- **Josh Wright, Executive Director, ideas42**
- **Dr. Joshua D. Wright, Ph.D., JD, former FTC Commissioner, University Professor of Law, George Mason University Antonin Scalia Law School**

11:15am-12:10pm Moderated Discussion (55 minutes total)

12:10pm-12:20pm Remarks, Deputy Director Brian Johnson