

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) <ul style="list-style-type: none">• Melissa Knoll, Section Chief, Decision-making and Behavioral Studies, Office of Research, CFPB Presentations by the Panelists: (20 minutes, divided equally) <ul style="list-style-type: none">• 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