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APRIL 24, 2015 | 083-15

## Laurier to host symposium on marketing and consumer behaviour

WATERLOO – Wilfrid Laurier University’s Marketing area in the School of Business and Economics is hosting a symposium, “Marketplace Mutations: New Perspectives on Consumer and Firm Behaviours that are Transforming the Market,” on Wednesday, April 29 at the Balsillie School of International Affairs.

“The symposium aims to bring together scholars, graduate students, and marketing practitioners to learn from some of the leading researchers in the field,” said Grant Packard, assistant professor of Marketing and co-coordinator of the Symposium along with Marketing Area Coordinator Kalyani Menon.

Keynote speakers include Gavan Fitzsimons, the R. David Thomas professor of Marketing and Psychology at Duke University and one of the world’s most prolific consumer behavior researchers. His research examines the unintended effects of marketing actions and consumer decision-making that occurs outside of conscious awareness. His talk is titled, “The Unconscious Consumer.”

Northwestern University professor Ashlee Humphreys will talk about “Market Creation.” Recently named one of the Marketing Science Institute’s Young Scholars of 2015, Humphreys’ research investigates the role of legal and cultural institutions in markets, the influence of language on consumer judgments of legitimacy, and consumer co-creation.

David Godes, a marketing professor at the University of Maryland, will present new research on consumer learning from online social ties. His large body of work focuses on social networks and word of mouth. Godes’ research and opinions have been widely cited in *The New York Times*, *Forbes*, *The Economist*, and *The Boston Globe*.

The event will conclude with a roundtable discussion on multidisciplinary research and new frontiers in consumer and marketing insight, including an open question-and-answer period with all three keynote speakers.

This event is free and open to the public. Pre-registration is required at [www.lauriermarketingsymposium.ca](http://www.lauriermarketingsymposium.ca).