Unlocking the digital marketplace

Why this theme?
The digital marketplace is becoming more pervasive but raises some special issues for consumers, including privacy of personal information, commercialization of social communications, fraud, and even criminal issues. At the same time, the digital marketplace can be a boon for entrepreneurs and job seekers, if used properly.

This conference will bring to the forefront the ethical and legal issues associated with the digital marketplace in ways that can be used by consumers, businesses and policy makers. As always in Consumer Issues Conferences, we’ll highlight policy issues in which individuals can try to make a difference in how the world of digital marketing will evolve.

Project Objectives
Develop an understanding of consumer issues and awareness of resources available to prevent and address them,
Empower consumers to address specific consumer concerns through education, collaboration, and participation in the public policy process,
Create opportunities for networking that can lead to collaboration among interested parties with different perspectives on consumer issues,
Improve consumer wellbeing through changes in personal actions and state and local government policy, (e.g. legislation introduced and/or passed, regulation, and funding), and
Empower students to create well-researched position papers and presentations on a specific consumer issue to relevant experts and policymakers, including legislators.

2010 Planned Sessions

Dee Pridgen, Associate Dean and Professor of Law, University of Wyoming – consumer protection specialist
Matt Wilson, Associate Professor of Law, University of Wyoming – e-commerce specialist
George Gladney, Professor in the UW Department of Communication & Journalism, with Frank Miller and Cindy Price
Pai Murphy, Notre Dame, Department of Marketing – business ethics specialist
Susan Linn, co-founder and director of the coalition Campaign for a Commercial-Free Childhood and Instructor in Psychiatry at Harvard Medical School
Stan Shradler, Instructional Technology Educational Specialist, UW Cooperative Extension Service – IT specialist
Pat Murphy, President and CEO of Social Impact Technologies – IT specialist
Matt Wilson, Associate Professor of Law, University of Wyoming – e-commerce specialist
Stephanie O’Neal, Assistant Professor of Marketing, University of Wyoming – counterfeit goods specialist

Protection of Consumer Online Privacy—Federal Initiatives

Online Businesses: Legal & Ethical Issues

Enduring Issues in Communication and Cyberspace

Ethical Implications of the Digital Marketplace – Perspectives for Enhancing Ethical Transactions

Consuming Kids: The Hostile Takeover of Childhood

Social Media Boot Camp

Data Protection in the Era of Social Media – An Oxymoron?

International Commerce and the Internet

Counterfeit Goods in the Digital Marketplace

2010 Planning Committee

Dee Pridgen, UW College of Law, Associate Dean and Carl M. Williams Professor of Law and Social Responsibility, Co-Chair
Virginia Vincenti, UW Department of Family and Consumer Sciences, Professor, Co-Chair
Cole Ehmke, UW Department of Agricultural and Applied Economics, Extension Specialist in Personal Finance and Agricultural Entrepreneurship
George Gladney, UW Department of Communication and Journalism, Professor
Elizabeth Goudey, Esq., UW Students’ Attorney Office, ASUW Students’ Attorney
Carole Makela, Colorado State University, Consumer and Family Studies, Professor
Terri Rittenburg, UW Department of Management and Marketing, Associate Professor
Matt Wilson, UW College of Law, Associate Professor

Details at www.uwyo.edu/consumerconference

Graduate Credit Available!
FCSC 5102/COJO 5890: Communication in Cyberspace, 1 credit hour
Taught by Drs. George Gladney and Virginia Vincenti

The 2010 Consumer Issues Conference will be September 30 & October 1 in the Wyoming Union, Laramie

Previous Conference Highlights

Speaker William Thomas interviewed by KUWR
Wyoming housing legislators and experts
Tour of Grant Family Farms, 2009
Prof. Pridgen and filmmaker James Scullock
Joanne Hogarth, Federal Reserve Board
Expert panels on energy pricing and regulation
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Editorial: Consumer education resources (available online)

Medical School with Frank Millar and Cindy Price

International Commerce and the Internet

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