Workshop “Economic Change & Consumer Behaviour“

October 5th, 2010
Max Planck Institute of Economics, Jena

09:00-10:45 SESSION 1

Corinna Manig (MPI Jena)
“Is it ever enough? Food consumption, Satiation and Obesity”

Ulrich Witt (MPI Jena)
“Product characteristics, innovation, and the evolution of consumption: a behavioural approach”

10:45-11:15 COFFEE BREAK

11:15-13:00 SESSION 2

Benjamin Volland (MPI Jena)
“What drives the demand for beverages? A note on the relative importance of social norms and health considerations”

María Dolores Martín-Lagos López (University of Granada)
“Consumption and Modernization in the European Union”

13:00-14:30 LUNCH BREAK

14:30-16:15 SESSION 3

Abraham Garcia Torres (European Commission)
“Technological change and the role of demand”

Vanessa Oltra (University of Bordeaux)
“Sustainable consumption in an evolutionary framework: How to foster change?”

16:15-16:45 COFFEE BREAK

16:45-17:45 SESSION 4

Viviana Di Giovinazzo (University of Milan Bicocca)
“Towards an alternative paradigm of consumer behaviour”

17:45-19:45 CONFERENCE DINNER

19:45-21:00 WRAP-UP DISCUSSION

How much does economic change hinge on consumer behaviour?