

# Conference on Household Portfolio Choice and Investment Decisions

Organized by Professor Jessica Wachter  
Wharton School, University of Pennsylvania  
Jon M. Huntsman Hall, 8<sup>th</sup> floor

**Friday March 16, 2012**

- 8:30 - 9:00 Continental Breakfast
- 9:00 - 10:15 [Misvaluing Innovation](#)  
Lauren Cohen, Harvard Business School (presenter)  
Karl Diether, Dartmouth College  
Christopher Malloy, Harvard Business School  
Discussants: Todd Gormley, Wharton School  
Sean Campbell, Board of Governors of the Federal Reserve System
- 10:30 – 11:45 [Star Rankings and Optimal Asset Allocation](#)  
Robert L. McDonald, Northwestern University (presenter)  
Thomas A. Rietz, University of Iowa  
Discussants: Simon Gervais, Duke University  
Owen Lamont, Harvard University
- 11:45 – 1:30 Lunchtime Speaker, Andrew Lo, MIT  
“Can Financial Engineering Cure Cancer?”
- 1:45 – 3:00 [Retirement Investing: Analyzing the ‘Roth’ Conversion and Re-characterization Options](#)  
Robert Dammon, Carnegie Mellon University  
Chester Spatt, Carnegie Mellon University (presenter)  
Harold H. Zhang, University of Texas at Dallas  
Discussants: Stijn Van Nieuwerburgh, New York University  
Joel Dickson, Vanguard
- 3:15 – 4:30 [Health and Mortality Delta: Assessing the Welfare Cost of Household Insurance Choice](#)  
Ralph S. J. Koijen, University of Chicago  
Stijn Van Nieuwerburgh, New York University  
Motohiro Yogo, Federal Reserve Bank of Minneapolis (presenter)  
Discussants: Olivia Mitchell, Wharton School  
Brett Hammond, TIAA-CREF
- 4:30 Adjournment



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