

**UNIVERSITY OF  
LUCERNE**

**FACULTY OF ECONOMICS AND  
MANAGEMENT**

A portrait of Prof. Dr. Cait Lambertson, a woman with shoulder-length brown hair, smiling warmly. She is wearing a dark, textured sweater and a small earring. The background is a bright, out-of-focus indoor setting.

**INVITATION TO THE LECTURE  
THE DRIVE FOR DIGNITY:  
GROUNDING ETHICAL  
AND EFFECTIVE  
MARKETING DESIGN  
PROF. DR. CAIT LAMBERTSON**

**THURSDAY, 3 NOVEMBER 2022, 5.30 P.M., AUDITORIUM 5**

Cait Lamberton is the Alberto I. Duran Presidential Distinguished Professor of Marketing at the University of Pennsylvania's Wharton School. Her research explores various aspects of consumption, ranging from responses to tech-enabled marketing tactics to experiences in the sharing economy. Recipient of the Erin Anderson Award, the Lazaridis Prize, named an MSI's Marketing Scholar, and regularly listed on the AMA's list of the world's most productive researchers, she is currently co-editor of the Journal of Marketing, as well as past Associate Editor at the Journal of Consumer Research and Journal of Consumer Psychology. She holds a BA in English Literature from Wheaton College and an MBA and Ph.D. from the University of South Carolina.

We are very pleased to invite you to the lecture of our this year's honorary doctor Prof. Dr. Cait Lamberton:

**The Drive for Dignity: Grounding Ethical and Effective Marketing Design**

Behavioral economists' articulation of processes often referred to as "system 1" and "system 2," has sparked huge advances in our understanding of human behavior. However, it is unclear how this combination of rationality and irrationality guides us in the design of ethical marketing practices, or helps us to understand the types of phenomena that seem to arise in response to deeply-felt personal or societal wrongs. To address these gaps, we need a third system – one focused on the drive for dignity. This can lead to outcomes that not only reinforce a shared commitment to human rights, but also offer strategic advantages for firms.

**Date**

Thursday, 3 November 2022

**Time**

5.30–6.30 p.m.

**Location**

Auditorium 5 (Ground floor)

The lecture will be held in English and is open to the public. Afterwards you are cordially invited to an Apéro. We kindly ask you to register online until 24 October 2022 at [www.unilu.ch/wf-lamberton](http://www.unilu.ch/wf-lamberton).

Kind regards,



Prof. Dr. Simon Lüchinger  
Dean