Is there a post-racial marketplace for American consumers?

Dr. Jerome Williams, a marketing scholar who has conducted extensive research on the topic of multicultural marketing and marketplace discrimination, will explore answers to this question in his presentation. In addition to providing recommendations for the research community, legal community, and consumers to eradicate consumer inequality in the marketplace, Dr. Williams’ presentation will focus on:

- Subtle, modern racism in the marketplace compared to historical, overt racism
- Legal cases dealing with consumer racial profiling
- Consumer strategies when encountering marketplace discrimination
- Prescriptive measures for businesses desiring to promote the profitability of consumer equality

Dr. Williams is the executive vice chancellor and provost of the Rutgers-Newark Campus, Prudential Chair in Business, and research director of The Center of Urban Entrepreneurship & Economic Development. He held previous endowed chair positions at the University of Texas at Austin and Howard University, where he also was director of the Center for Marketplace Diversity. He was also on the Penn State University faculty for 14 years.