CONSORTIUM FOR OPERATIONAL EXCELLENCE IN RETAILING

350 Steinberg-Dietrich Hall, The Wharton School

2014 Agenda: DAY ONE - June 17, 2014

9:00am – 10:00am   **Check-in and Breakfast**

10:00am – 10:15am   **Welcome Session: 350 Steinberg-Dietrich Hall**
Marshall Fisher of The Wharton School and Ananth Raman of Harvard Business School

10:15am – 10:45am   **Session One: How Can I Help You? Improving Retail Store Execution through Online Learning**
Presentation by Marshall Fisher, Santiago Gallino of Tuck School of Business, and Tom Stockham of Experticity

10:45am – 11:15am   **Session Two: Detecting Shelf Stock-outs using Real Time Point-of-Sales Data**
Presentation by Marcelo Olivares of Columbia Business School and Andrés Musalem of Duke University

11:15am – 11:45am   **Session Three:** Improving Service Interactions with Operational Transparency
Presentation by Ryan Buell of Harvard Business School

11:45am – 12:30pm   **Lunch: 351 Steinberg-Dietrich Hall**

12:30pm – 1:15pm   **Session Four: Emerging Research—Speed Dating Academic Style**
Short presentations by Li Chen of Fuqua School of Business, Carolyn Deller of Harvard Business School, Hise Gibson of Harvard Business School, and Vidya Mani of Penn State University

1:15pm – 1:45pm   **Session Five: Drivers of Product Expiration in Retail Supply Chains**
Presentation by Arzum Akkas of Massachusetts Institute of Technology

1:45pm – 2:15pm   **Break: 351 Steinberg-Dietrich Hall**

2:15pm – 2:45pm   **Session Six: The Impact of Delivery Speed on Revenue in Online Retailing**
Presentation by Marshall Fisher, Santiago Gallino, and Joseph Xu of The Wharton School

2:45pm – 3:45pm   **Session Seven: Go Mobile**
Presentation by Tatiana Sandino of Harvard Business School

3:45pm – 4:15pm   **Session Eight: Increasing Sales through Enhanced In-store Shopping Experience: Evidence from a Field Experiment**
Presentation by Saravanan Kesavan of Kenan-Flagler Business School

4:15pm – 4:45pm   **Break: 351 Steinberg-Dietrich Hall**

4:45pm – 5:15pm   **Session Nine: Retail Inventory: Managing the Canary in the Coalmine**
Presentation by Vishal Gaur of Cornell University

5:15pm – 5:45pm   **Session Ten: Power of Retail Analytics: Two Apparel Retail Applications**
Presentation by Gurhan Kok of Fuqua School of Business

6:00pm – 8:00pm   **Cocktails & Dinner: Bodek Lounge in Houston Hall**

8:00pm – 9:00pm   **Session Eleven: Walter Salmon in Conversation**

CONSORTIUM FOR OPERATIONAL EXCELLENCE IN RETAILING

350 Steinberg-Dietrich Hall, The Wharton School

2014 Preliminary DAY TWO – June 18, 2014

7:30am – 8:00am   **Buffet Breakfast: 351 Steinberg-Dietrich Hall**

8:00am – 9:00am   **Session Twelve: Global Sourcing at Walmart: a case study**
Presentation by Nicole DeHoratius of University of Chicago Booth School of Business and Ananth Raman

9:00am – 9:30am   **Session Thirteen: Scheduling Store Labor to Increase Revenue: A Report on Implemented Results**
Presentation by Marshall Fisher, Santiago Gallino, and Serguei Netessine of INSEAD

9:30am – 10:00am   **Break: 351 Steinberg-Dietrich Hall**

10:00am – 10:30am   **Session Fourteen: Operationalizing Financial Covenants**
Presentation by Nikos Trichakis of Harvard Business School and Gerry Tsoukalas of The Wharton School

10:30am – 11:00am   **Session Fifteen: Execution in Retail Supply Chains: a case study**
Presentation by Santiago Kraiselburd of McKinsey & Co.

11:00am – 11:30am   **Session Sixteen: Implementing Dynamic Pricing in Online Retailing: Evidence from Field Experiments at Yihaodian**
Presentation by Marshall Fisher, Santiago Gallino, and Jun Li of Stephen M. Ross School of Business

11:30am – 12:00pm   **Session Seventeen: Leveraging big data to manage brick-and-mortar stores: new age of data analytics in retail**
Presentation by Serguei Netessine

Noon – 1:00pm   **Box Lunch Break: 351 Steinberg-Dietrich Hall**

1:00pm – 1:30pm   **Session Eighteen: Intelligent Assortment Expansion at Yihaodian**
Presentation by Marshall Fisher and Youran Fu of The Wharton School

1:30pm – 2:00pm   **Session Nineteen: Hunger Heroes campaign**
Presentation by Anníbal Sodero of University of Arkansas

2:00pm – 2:30pm   **Session Twenty: How can we identify the investment-return relationship for analytic projects?**
Presentation by Ananth Raman

2:30pm – 3:00pm   **Session Twenty One: Takeaways & Future Steps**