

CONSORTIUM FOR OPERATIONAL EXCELLENCE IN RETAILING

May 18th-19th, 2010

*Room G60, Jon M. Huntsman Hall, 38th and Walnut Streets
The Wharton School, Philadelphia, PA*

2010 Preliminary Agenda

DAY ONE

9:00am – 10:00am Check-in & Buffet Breakfast: Room G55, Huntsman Hall

10:00am – 10:15am Opening Welcome Session: G60 Huntsman Hall
Marshall Fisher of The Wharton School & Ananth Raman of Harvard Business School

10:15am- 11:30am Session One: Case Study: McDonald's Corporation: Launching McCafe
Case discussion led by Nicole DeHoratius of Zaragoza Logistics Center

11:30am – 11:45am Break

11:45am – 1:00pm Session Two: An Analysis of Local Modifications to Automated Restocking Decisions
Presentation by Rogelio Oliva of Texas A&M and Noel Watson of Zaragoza Logistics Center

1:00pm – 2:00pm Lunch: Room G55

2:00pm – 3:00pm Session Three: Scarcity Driving Demand
Presentation by Marshall Fisher, Richard Lai of The Wharton School, and Santiago Gallino of The Wharton School

3:00pm – 4:00pm Session Four: How Much Do Manufacturers Benefit from Providing Better Availability to Retailers?
Presentation by Nathan Craig of Harvard Business School and Ananth Raman

4:00pm – 4:15pm Break: Room G55

4:15pm – 5:15pm Session Five: Carbon Assessments and Reduction Techniques
Presentation by Gerard Cachon of The Wharton School

5:15pm – 6:15pm Session Six: Managing the Cornell Store's Textbook Retail Business
Presentation by Amr Farahat, Vishal Gaur, and Suresh Muthulingam, all of The Johnson School, Cornell University

6:30pm – 9:30pm Session Seven: Cocktails & Dinner East Hall, 8th Floor, Huntsman Hall
Keynote Dinner Speaker: Ed Chan, President & Chief Executive Officer of Wal-Mart China

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DAY TWO

7:30am – 8:00am **Breakfast:** Room G55

8:00am – 9:30am **Session Eight: Keynote Speech**
Presentation by Edwin Keh, Chief Operating Officer, Wal-Mart Global Sourcing

9:30am – 9:45am **Break:** Room G55

9:45am – 10:45am **Session Nine: Understanding Relationships between Operations and Corporate Value**
Presentation by William Schmidt of Harvard Business School

10:45am – 11:30am **Session Ten: Investor Meets Calendar Retailer**
Presentation by Ananth Raman

11:30am – 12:00 noon **Box Lunch (pick up in Room G55)**

12:00 noon – 1:00pm **Session Eleven: Measuring the Effect of Service Levels on Customer Purchasing Behavior**
Presentation by Ariel Schilkrut of Universidad Adolfo Ibanez and Vice President of Customer Solutions at Scopix and Marcelo Olivares of Columbia Business School

1:00pm – 2:15pm **Session Twelve: Zappos Discussion**
Presentation by Ananth Raman

2:15pm – 3:00pm **Discussion on Takeaways & Future Steps**