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

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

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