

# CONSORTIUM FOR OPERATIONAL EXCELLENCE IN RETAILING

May 10<sup>th</sup>-11<sup>th</sup>, 2011

Hawes Hall, Room 201, Harvard Business School, Boston, MA

## 2011 Agenda DAY ONE

- 9:00am – 10:00am**    **Check-in and Breakfast:** Hawes 202
- 10:00am – 10:15am**    **Welcome Session:** Hawes 201  
Marshall Fisher, The Wharton School and Ananth Raman, Harvard Business School
- 10:15am – 11:00am**    **Session One: The Way Ahead for Retail Supply Chains**  
Presentation by Edwin Keh, former Chief Operating Officer, Walmart Global Sourcing
- 11:00am – 11:45am**    **Session Two: Social Networking and Mobile for the Retail Industry**  
Presentation by Kartik Hosanger, The Wharton School
- 11:45am – Noon**        **Break:** Hawes 202
- Noon – 12:45pm**       **Session Three: The Economics of Search**  
Presentation by Marco Iansiti, Harvard Business School
- 12:45pm – 1:45pm**    **Lunch:** Williams Room in Spangler Hall
- 2:00pm – 2:45pm**       **Session Four: The Art of Applying Scientific Retailing**  
Presentation by Giulio Zotteri, Chief Operating Officer, Mondo Convenienza
- 2:45pm – 3:00pm**       **Break:** Hawes 202
- 3:00pm – 3:45pm**       **Session Five: Analyzing Customer Behavior and Purchasing Decisions**  
Presentation by Serguei Netessine, INSEAD-Wharton Alliance
- 3:45pm – 4:30pm**       **Session Six: Demand Forecasting with Stockouts and Substitutions**  
Presentation by Vishal Gaur, The Johnson School
- 4:30pm – 4:45pm**       **Break:** Hawes 202
- 4:45pm – 5:15pm**       **Session Seven: Does Inventory Influence Demand?**  
Presentation by Santiago Gallino, The Wharton School
- 5:15pm- 6:15pm**       **Session Eight: The Store Case Study**  
Case discussion led by Marshall Fisher
- 6:30pm – 8:00pm**       **Cocktails & Dinner: Williams Room in Spangler Hall**
- 8:00pm – 9:00pm**       **Session Nine: Keynote Dinner Speaker**  
Presentation via teleconference by Gang Yu, The Store

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## 2011 Agenda DAY TWO

- 7:30am – 8:00am**      **Buffet Breakfast:** Hawes 202
- 8:00am – 8:45am**      **Session Ten: Effects of Traffic on Store Performance**  
Presentation by Saravanan Kesavan, Kenan-Flagler Business School
- 8:45am – 9:30am**      **Session Eleven: Managing Retail Labor**  
Presentation by Zeynep Ton of Harvard Business School
- 9:30am – 9:45am**      **Break:** Hawes 202
- 9:45am – 10:30am**      **Session Twelve: Increasing Sales through Customer Engagement**  
Presentation by Marcelo Olivares, Columbia Business School and Ariel Schilkrot, Vice President--  
Customer Solutions, SCOPIX
- 10:30am – 11:15am**      **Session Thirteen: Dynamic Inventory Auditing & Retail Performance**  
Presentation by Adam Mercereau, Kenan-Flagler Business School
- 11:15am – 11:30am**      **Break:** Hawes 202
- 11:30am – 12:30pm**      **Session Fourteen: Experience and Empathy in Operations**  
Presentation by Ananth Raman
- 12:30pm – 3:00pm**      **Session Fifteen: Box Lunch with Discussion on Takeaways & Future Steps**