

CONSORTIUM FOR OPERATIONAL EXCELLENCE IN RETAILING

June 17th-18th, 2015
Harvard Business School

DAY ONE

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

10:00am – 10:15am **Welcome Session**

Remarks by Ananth Raman of Harvard Business School and Marshall Fisher of The Wharton School

10:15am – 10:45am **Session One: Deconstructing the Price Tag**

Presentation by Bhavya Mohan, Ryan Buell, and Leslie John all of Harvard Business School

10:45am - 11:15am **Session Two: 50 Million Nanostores in 100 Megacities**

Presentation by Jan Fransoo of Eindhoven University of Technology

11:15am – 11:45am **Session Three: Research Opportunities for Retailers**

Short presentations by Nikolaos Trichakis of Harvard Business School, Dorothee Honhon of University of Texas at Dallas, and Vishal Gaur of Cornell University

11:45pm – 12:15pm **Session Four: Do Managers Chase Labor Targets When Scheduling Labor?**

Presentation by Saravanan Kesavan of Kenan-Flagler Business School

12:15pm – 1:15pm **Lunch:** Williams Room in Spangler Hall

1:30pm – 2:00pm **Session Five: Increasing Revenue with Optimized Labor Scheduling**

Presentation by Santiago Gallino of Tuck School of Business and Marshall Fisher

2:00pm – 2:30pm **Session Six: Ecommerce Supply Chain Insights in Groceries**

Presentation by Amitabh Sinha of Stephen M. Ross School of Business and Paul Weitzel of Willard Bishop

2:30pm – 3:00pm **Session Seven: A Model to Estimate Individual Preferences using Panel Data**

Presentation by Gustavo Vulcano and Srikanth Jagabathula, both of Leonard N. Stern School of Business

3:00pm – 3:30pm **Break**

3:30pm – 4:00pm **Session Eight: Using Social Media to Improve Forecasting**

Presentation by Youran Fu of The Wharton School and Marshall Fisher

4:00pm – 4:30pm **Session Nine: Financial Performance Data of Retailers—An Update**

Presentation by Vishal Gaur and Ananth Raman

4:30pm – 5:00pm **Session Ten: The Value of Fit Information in Online Retail: Evidence from a Randomized Field Experiment**

Presentation by Santiago Gallino and Antonio Moreno-Garcia of Kellogg School of Management

**5:00pm – 5:30pm Session Eleven: Increasing Sales by Reducing Congestion Through Self-Service:
New Observations from Field Research**

Presentation by Saravanan Kesavan

**5:30pm – 6:00pm Session Twelve: How an e-retailer Can Profit from the Right Free Shipping
Policy: A Model and Evidence**

Presentation by Joseph Xu and Gerard Cachon, both of The Wharton School and Santiago Gallino

6:00pm – 8:00pm Cocktails & Dinner: Williams Room in Spangler Hall

8:00pm – 8:30pm Memories of Walter Salmon, COER Mentor

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DAY TWO

7:30am – 8:00am **Buffet Breakfast**

8:00am – 8:45am **Session Thirteen: The Impact of Service Quality on Future Demand**
Presentation by Marshall Fisher, Xuanming Su, and Chloe Kim all of The Wharton School

8:45am – 9:15am **Session Fourteen: to be announced**
Presentation by Tatiana Sandino and Carolyn Deller, both of Harvard Business School

9:15am – 9:45am **Break**

9:45am – 11:45am **Session Fifteen: Let's Talk Omni-Channel**
Discussion led by Marshall Fisher, Edwin Keh, Herb Kleinberger, and others

11:45pm – 12:45pm **Box Lunch Break**

12:45pm – 1:15pm **Session Sixteen: Execution Quality in Retail Supply Chains**
Presentation by Nathan Craig of Ohio State University

1:15pm – 1:45pm **Session Seventeen: Can Retailers' Video Systems be the Google Analytics of Tomorrow?**
Presentation by Rob Borsch

1:45pm – 2:30pm **Session Eighteen: Operational Disruptions: Managerial Discretion and the Stock Market's Response**
Presentation by Ananth Raman and William Schmidt of Johnson Graduate School of Management

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