



CONSORTIUM FOR OPERATIONAL EXCELLENCE IN RETAILING

JUNE 28th - 29th 2023

All sessions will be held in JMHH room F85/Check-in and caterings will be held in JMHH room F95

DAY ONE

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

10:00am – 10:15am Welcome

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

10:15am – 10:45am Session One: Multitasking over Time: Evidence from a Livechat Customer Contact Center

Presentation by Bob Batt of University of Wisconsin-Madison and Santiago Gallino of The Wharton School

10:45am – 11:15am Session Two: Differentiating on Diversity: How Disclosing Workforce Diversity Improves Brand Attitudes

Presentation by Maya Balakrishnan, Jimin Nam, and Ryan Buell, all of Harvard Business School

11:15am – 11:45am Session Three: Racial and Gender Biases in Customer Satisfaction Surveys

Presentation by Masoud Kamalahmadi of University of Miami's Herbert Business School, Qiuping Yu of Georgetown University's McDonough School of Business, and Yong-Pin Zhou of University of Washington's Foster School of Business

11:45am – 12:15pm Session Four: Structural Estimation of Driver Attrition in a Last-Mile Delivery Platform

Presentation by Lina Wang of Smeal College of Business, Pennsylvania State University, and Scott Webster of W. P. Carey School of Business, Arizona State University, and Eliot Rabinovich of W. P. Carey School of Business, Arizona State University

12:15pm – 1:15pm Lunch

1:15pm – 1:45pm Session Five: Operational Customer Lifetime Value

Presentation by Natalie Epstein of Harvard Business School, Santiago Gallino of The Wharton School, and Antonio Moreno-Garcia of Harvard Business School

DAY ONE (continued)

1:45pm – 2:15pm Session Six: Local Purchasing in the Aftermath of a Disaster

Presentation by Xabier Barriola and Luk Van Wassenhove, both of INSEAD

2:15pm – 2:45pm Session Seven: The Effects of Fair Workweek Laws on Worker Schedules and Store Performance

Presentation by Ananth Raman and Caleb Kwon, both of Harvard Business School

2:45pm – 3:15pm Session Eight: Spillover Effects of Labor Disruptions

Presentation by William Schmidt of Cornell University's Johnson School of Management and Xabier Barriola of INSEAD

3:15pm – 3:45pm Break

3:45pm – 4:30pm Session Nine: What can we learn from BLS Data about Long-Term Macro Trends in Retail Labor Productivity?

Presentation by Ananth Raman & Caleb Kwon, both of Harvard Business School, and Jennifer Kim, Jenny Rudd & Jennifer Price, all of Bureau of Labor Statistics

4:30pm – 5:00pm Session Ten: The Future of Retail Grocery Store Labor

Presentation by Marshall Fisher and Santiago Gallino, both of The Wharton School

5:00pm – 5:30pm Session Eleven: Redesigning Framework Agreements in Chile Reduces Government Spending

Presentation by Marcelo Olivares of University of Chile and Daniela Saban of Stanford Graduate School of Business

5:30pm – 6:00pm Session Twelve: A Framework for Retaining Your Best Employees

Presentation by Hise Gibson of Harvard Business School

6:15pm – 7:00pm Dinner 8th Floor, Jon M. Huntsman Hall

7:00pm – 8:30pm Session Thirteen: Perspectives on Retailing: 30 Years Ago & 30 Years From Now

Panelists include Andrew Baill of Wawa, Annemarie Dillard-Jazic of Dillard's, Bob DiRomualdo of Naples Ventures, Charles MacQuarrie of MacQuarries Pharmsave, Danielle Woo of West Edmonton Mall, Ernesto Avendaño of Arcos Dorados/McDonald's, Kevin Freeland of Velburton, and Michelle Dillard-Hobbs of Dillard's



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DAY TWO

7:30am – 8:00am Breakfast

8:00am – 8:30am Session Thirteen: Be The Buyer: Leveraging the Wisdom of the Crowd in E-Commerce Operations

Presentation by Leela Nageswaran of University of Washington's Foster School of Business

8:30am – 9:00am Session Fourteen: Vertical Product Location Effect on Sales

Presentation by Necati Ertekin of University of Minnesota's Carlson School of Management

9:00am – 9:30am Session Fifteen: The Value of Experience-Centric Stores in Omnichannel Retail

Presentation by Robert P. Rooderkerk of Rotterdam School of Management, Erasmus University, Gürhan Kök of Koç University, and Ayşe Çetinel of Koç University

9:30am – 10:00am Session Sixteen: Estimating the Next Best Choice when the Preferred Product is Out-of-Stock

Presentation by Daniel Corsten of IE University and Srikanth Jagabathula of New York University's Stern School of Business

10:00am – 10:30am Break

10:30am – 11:00am Session Seventeen: Hampshire Gas exercise

Presentation by Ehsan Valavi and Ananth Raman, both of Harvard Business School

DAY TWO (continued)

11:00am – 11:30am Session Eighteen: Nudging Green but Slow Shipping Choices in Online Retail

Presentation by Karen Donohue and Yeonjoo Lee, both of University of Minnesota's Carlson School of Management

11:30am – 12 noon Session Nineteen: The Benefits of Delay to E-commerce Fulfillment

Presentation by Linwei Xin of University of Chicago's Booth School of Business, Yaqi Xie of University of Chicago's Booth School of Business, and Will Ma of Columbia Business School

12 noon – 1:00pm Box Lunch

1:00pm – 1:30pm Session Twenty: The Impact of Inventory Levels Disclosure on Online Retail Sales

Presentation by Annibal Sodero of The Ohio State University's Fisher College of Business, Tolga Aydinliyim of the Zicklin School of Business, Baruch College, The City University of New York, and Michael S. Pangburn of University of Oregon's Lundquist College of Business

1:30pm – 2:00pm Session Twenty-One: Re-engineering Amazon's Logistics Network to Optimize for Speed, Cost and Selection

Presentation by Xiaoyan Si, Shahbaaz Mubeen, and Amitabh Sinha, all of Amazon.com

2:00pm – 3:00pm Session Twenty-Two: Takeaway and Future Steps

Discussion by Marshall Fisher and Ananth Raman