

CONSORTIUM FOR OPERATIONAL EXCELLENCE IN RETAILING

June 22nd-23rd, 2016

F85 Jon M. Huntsman Hall, The Wharton School

DAY ONE

9:00am – 10:00am **Check-in and Breakfast: F60 Jon M. Huntsman Hall**

10:00am – 10:15am **Welcome Session: F85 Jon M. Huntsman Hall**
Marshall Fisher of The Wharton School and Ananth Raman of Harvard Business School

10:15am – 10:45am **Session One: Kicking the Growth Addiction**
Presentation by Marshall Fisher, Vishal Gaur of Cornell University, and Herb Kleinberger of NYU

10:45am – 11:30am **Session Two: Improving e-Commerce Margins by Burying Discounts**
Presentation by Donald Ngwe of Harvard Business School and Paulo Campos of Zalora

11:30am – Noon **Session Three: Omni-Channel Fulfillment Dilemma**
Presentation by Santiago Gallino of Tuck School of Business and Antonio Moreno of Kellogg School of Management

Noon – 1:00pm **Lunch: F60 Jon M. Huntsman Hall**

1:15pm – 1:45pm **Session Four: Optimizing Customer Pick-up Locations**
Presentation by Chloe Kim, Marshall Fisher, and Xuanming Su, all of The Wharton School

1:45pm – 2:15pm **Session Five: Managing Customer Compatibility**
Presentation by Ryan Buell of Harvard Business School

2:15pm – 2:45pm **Break: F60 Jon M. Huntsman Hall**

2:45pm – 3:15pm **Session Six: Dynamic Warehousing Strategies for Ecommerce Fulfillment**
Presentation by Amitabh Sinha of Michigan Ross School of Business

3:15pm – 3:45pm **Session Seven: Data Driven Pricing**
Presentation by Kris Ferreira of Harvard Business School

3:45pm – 4:15pm **Break: F60 Jon M. Huntsman Hall**

4:15pm – 4:45pm **Session Eight: The Effect of Social Influence on Demand**
Presentation by Vishal Gaur of Cornell University

4:45pm – 6:15pm **Session Nine: Case Study—Coca Cola Vietnam**
Presentation by Ananth Raman

6:30pm – 8:00pm **Cocktails & Dinner: 8th Floor Jon M. Huntsman Hall**

8:00pm – 9:30pm **Session Ten: A Conversation on Cyber Security**
Ananth Raman in conversation with Kent Burnett of Dillard's, Inc.

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DAY TWO

- 7:30am – 8:00am** **Buffet Breakfast: F60 Jon M. Huntsman Hall**
- 8:00am – 8:30am** **Session Eleven: Impact of Stockouts**
Presentation by Ananth Raman
- 8:30am – 9:00am** **Session Twelve: Consequences of Centralizing Hiring at a Retail Chain**
Presentation by Tatiana Sandino of Harvard Business School
- 9:00am – 9:30am** **Session Thirteen: Demand During Store Liquidation: Local Economic Factors**
Presentation by Nathan Craig of Ohio State University
- 9:30am – 10:00am** **Break: F60 Jon M. Huntsman Hall**
- 10:00am – 10:30am** **Session Fourteen: How Retailers Respond to Demand Shocks**
Presentation by Vishal Gaur
- 10:30am – 11:00am** **Session Fifteen: Consortium on Patient Experience (COPE)**
Presentation by Ananth Raman
- 11:00am – 11:30am** **Session Sixteen: Spatial Competition and Preemptive Entry**
Presentation by Fanyin Zheng of Columbia Business School
- 11:30am – 11:45am** **Session Seventeen: Using Peer Feedback in Performance Evaluation**
Presentation by Serena Loftus of Tulane University
- 11:45am – 12:45pm** **Boxed Lunch Break: F60 Jon M. Huntsman Hall**
- 12:45pm – 1:15pm** **Session Seventeen: Managing Online Content to Build a Follower Base**
Presentation by Felipe Caro of Anderson School of Management
- 1:15pm – 1:45pm** **Session Eighteen: Mobile Technology in Retail**
Presentation by Jose Guajardo of Haas School of Business, UC Berkeley
- 1:45pm – 2:15pm** **Session Nineteen: Customer Options for Home Delivery Fulfillment**
Presentation by Hilary Grosskopf of Restoration Hardware and Colby Chiles of The Home Depot
- 2:15pm – 3:00pm** **Session Twenty: Takeaways & Future Steps**