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

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 – 12:15pm 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