

# CONSORTIUM FOR OPERATIONAL EXCELLENCE IN RETAILING

May 10<sup>th</sup>-11<sup>th</sup>, 2017  
Harvard Business School

## PRELIMINARY AGENDA DAY ONE

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

**10:00am – 10:10am**      **Welcome Session**

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

**10:10am – 10:50am**      **Session One: Sustainable Operations Versus Corporate Social Responsibility—Value Chain Transparency in Retail**

Presentation by Ryan Buell of Harvard Business School

**10:50am - 11:35am**      **Session Two: Research Opportunities for Retailers**

Short presentations by Raha Imanirad of Harvard Business School, Kris Ferreira of Harvard Business School, and Xuanming Su of The Wharton School

**11:35am – 12:15pm**      **Session Three: Attribute-based Price Elasticity and Demand Estimation for Markdown Price Optimization**

Presentation by Gurhan Kok of Koç University

**12:15pm – 1:05pm**      **Lunch:** Williams Room in Spangler Hall

**1:05pm – 1:45pm**      **Session Four: The Impact of Inaccurate Disruption Durations**

Presentation by William Schmidt of Cornell University

**1:45pm – 2:25pm**      **Session Five: The Impact of Store Downsizing on Demand & Supply**

Presentation by Vidya Mani and Douglas Thomas, both of Penn State Smeal College of Business

**2:25pm – 2:55pm**      **Break**

**2:55pm – 3:35pm**      **Session Six: Retailing & the MBA—What Our MBAs Should Know**

Presentation by Vishal Gaur of Cornell University

**3:35pm – 4:15pm**      **Session Seven: A Quality Value Chain—Linking Supply Chain Quality to Customer Lifetime Value**

Presentation by Qiuping Yu of Indiana University

**4:15pm – 4:45pm**      **Break**

**4:45pm – 5:25pm**      **Session Eight: Product Expiration on Retail Shelves—A Case Study**

Presentation by Arzum Akkas of Boston University and Vishal Gaur

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## PRELIMINARY AGENDA DAY ONE (continued)

**5:25pm – 6:05pm**      **Session Nine: Finding a Needle in a Haystack—The Effects of Searching and Learning on Pick-Worker Performance**

Presentation by Bob Batt of University of Wisconsin–Madison and Santiago Gallino of Tuck School of Business

**6:05pm – 6:45pm**      **Session Ten: Effects of an Information Sharing System on Creativity, Engagement and Performance**

Presentation by Tatiana Sandino of Harvard Business School

**6:55pm – 8:00pm**      **Cocktails & Dinner: Williams Room in Spangler Hall**

**8:00pm – 9:00pm**      **Session Eleven: An Interactive Discussion--Why was Ron Johnson Unable to Fix J.C. Penney?**

Discussion led by Ananth Raman

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## PRELIMINARY AGENDA DAY TWO

- 7:30am – 8:00am**      **Buffet Breakfast**
- 8:00am – 8:45am**      **Session Twelve: Optimizing the Omni-Channel Offering—Consumer Tradeoffs and Managers’ Perceptions**  
Presentation by Santiago Gallino and Antonio Moreno-Garcia of Kellogg School of Management
- 8:45am – 9:30am**      **Session Thirteen: Supply Chain Finance Programs—Framework of Supplier Assessment Process and Antecedents of Potential Adoption**  
Presentation by Constantine Moros of IE Business School
- 9:30am – 10:00am**      **Break**
- 10:00am – 10:45am**      **Session Fourteen: Building Optimized and Hyperlocal Product Assortments: A Nonparametric Choice Approach**  
Presentation by Srikanth Jagabathula of Leonard N. Stern School of Business
- 10:45am – 11:30am**      **Session Fifteen: Ship-pack Optimization with Large Retailers**  
Presentation by Z. Justin Ren of Boston University and Stephen Graves of Massachusetts Institute of Technology
- 11:30pm – 12:15pm**      **Session Sixteen: Do Incentives Improve Labor Scheduling Decisions?**  
Presentation by Saravanan Kesavan of UNC Kenan-Flagler Business School
- 12:15pm – 1:00pm**      **Box Lunch Break**
- 1:00pm – 1:45pm**      **Session Seventeen: A Study of Availability to Purchase**  
Presentation by Daniel Corsten of IE Business School and Thomas Gruen of Peter T. Paul College at UNH
- 1:45pm – 2:30pm**      **Session Eighteen: What is the Ideal Frequency for a Sales Quota?**  
Presentation by Doug Chung of Harvard Business School
- 2:30pm – 3:00pm**      **Session Nineteen: Takeaways & Future Steps**  
Discussion by Marshall Fisher and Ananth Raman