

# CONSORTIUM FOR OPERATIONAL EXCELLENCE IN RETAILING

June 17-18, 2024  
Harvard Business School

## PRELIMINARY AGENDA DAY ONE

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

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

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

**10:10am – 10:30am**      **Session One: The Introduction of Online Operations to Brick-and-Mortar Grocery Stores and its Impact on Shrink**

Presentation by Pedro Amorim of University of Porto and Nicole DeHoratius of Chicago Booth

**10:30am – 10:50am**      **Session Two: Enhancing the Competitiveness of the Nanostore Channel: Manufacturer-Enabled Provision of Value-Added Digital Services**

Presentation by Robert. Rooderkerk of Rotterdam School of Management

**10:50am – 11:10am**      **Session Three: Hyper-Local Fulfillment Services: Consumer Demand and Service Design**

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

**11:10am – 11:30am**      **Session Four: Reducing Flexibility to Improve Cost and Speed of Delivery at Amazon.com**

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

**11:30am – 11:50am**      **Session Five: Two-Sided Uncertainty in Crowdsourced Last Mile Delivery with Surge Pricing**

Presentation by Annibal Sodero of The Ohio State University

**11:50am – 12:10pm**      **Session Six: Robust Last Mile Route Planning at Amazon**

Presentation by Anicham Kumarasamy of Amazon.com

**12:10pm – 12:30pm**      **Discussion**

**12:30pm – 1:30pm**      **Lunch**

# CONSORTIUM FOR OPERATIONAL EXCELLENCE IN RETAILING

June 17-18, 2024

Harvard Business School

## PRELIMINARY AGENDA DAY ONE (continued)

- 1:30pm – 1:50pm**      **Session Seven: Productivity Dispersion and Structural Change in Retail Trade**  
Presentation by Michael Giandrea of Bureau of Labor Statistics
- 1:50pm – 2:10pm**      **Session Eight: The Effects of Inventory Management Practices on Store Performance**  
Presentation by Caleb Kwon and Ananth Raman, both of Harvard Business School
- 2:10pm – 2:30pm**      **Discussion**
- 2:30pm – 2:50pm**      **Session Nine: Decision Support System Development for Store Flyer Space Allocation: Leveraging Own- and Cross-Category Sales Effects**  
Presentation by Robert Rooderkerk of Rotterdam School of Management
- 2:50pm – 3:10pm**      **Session Ten: Modeling Basket Shopping Consumer Behavior Using Causal Product Networks**  
Presentation by Vishal Gaur, Nur Kaynar, and Ziwei Zhu, all of Cornell University's Johnson School of Management
- 3:10pm – 3:30pm**      **Session Eleven: A Step-by-Step Guide to Real-Time Pricing**  
Presentation by Marshall Fisher of The Wharton School, Santiago Gallino of The Wharton School, and Jun Li of University of Michigan's Ross School of Business
- 3:30pm – 4:00pm**      **Break**
- 4:00pm – 4:20pm**      **Session Twelve: Optimizing Buyout Pricing in Circular Economy Fashion Retail**  
Presentation by Borja Apaolaza of The Wharton School, Gerard Cachon of The Wharton School, Santiago Gallino of The Wharton School, and Antonio Moreno of Harvard Business School
- 4:20pm – 4:40pm**      **Session Thirteen: On the Endogeneity of U.S. Retail Prices: Insights from a Large-Scale Field Experiment**  
Presentation by Yannis Stamatopoulos of McCombs School of Business

# CONSORTIUM FOR OPERATIONAL EXCELLENCE IN RETAILING

June 17-18, 2024  
Harvard Business School

## PRELIMINARY AGENDA DAY ONE (continued)

**4:40pm – 5:00pm      Session Fourteen: Retail Category Management**

Presentation by Yasin Alan of Vanderbilt University and Ananth Raman of Harvard Business School

**5:00pm – 5:20pm      Session Fifteen: Coffee or Rice: What is the Customer Going to Add Next to the Cart?**

Presentation by Srikanth Jagabathula of NYU Stern School of Business

**5:20pm – 5:40pm      Discussion**

**5:45pm – 7:15pm      Reception and Dinner**

**7:15pm - 8:45pm      Session Sixteen: Lowering the Environmental Impacts of Fashion Retail Assortments**

Presentation by Jean-Sébastien Matte of McGill University and Robert. Rooderkerk of Rotterdam School of Management with perspective from Doug Freeman of University of Utah/formerly of Patagonia

# CONSORTIUM FOR OPERATIONAL EXCELLENCE IN RETAILING

June 17-18, 2024  
Harvard Business School

## PRELIMINARY AGENDA DAY TWO (continued)

- 7:30am – 8:00am**      **Buffet Breakfast**
- 8:00am – 8:20am**      **Session Seventeen: The Value of Flexible Scheduling Practices: Evidence from Fair Workweek Laws**  
Presentation by Caleb Kwon of Harvard Business School
- 8:20am – 8:40am**      **Session Eighteen: The ROI Imperative in Disability Employment**  
Presentation by Sriram Narayanan of Michigan State University
- 8:40am – 9:00am**      **Session Nineteen: A View on Fairness from the Responsible AI Team at LinkedIn**  
Presentation by Natesh Pillai of Harvard University and LinkedIn
- 9:00am – 9:20am**      **Session Twenty: Discussion on Marketplace Operations**  
Presentation by Antonio Moreno of Harvard Business School
- 9:20am – 9:40am**      **Discussion**
- 9:40am – 10:00am**      **Session Twenty-One: Navigating the Dichotomy: Balancing Online and Offline Retail in the Digital Age**  
Presentation by Hise Gibson of Harvard Business School
- 10:00am – 10:30am**      **Break**
- 10:30am – 10:50am**      **Session Twenty-Two: How do Sustainability Standards Add Value to the Textile and Apparel Sector Supply Chain?**  
Presentation by Vidya Mani of UVA Darden School of Business, Doug Thomas of UVA Darden School of Business, and Rick Helfenbein formerly of the American Apparel & Footwear Association (AAFA)
- 10:50am – 11:10am**      **Session Twenty-Three: Going Local: Authenticity of Retailers' Buy-from-Local-Suppliers Program**  
Presentation by Necati Ertekin of University of Minnesota
- 11:10am – 11:30am**      **Session Twenty-Four: Markdowns to Manage Food Waste and its Impact on Retail Brand Image**  
Presentation by Arzum Akkas of University of Massachusetts Amherst

# CONSORTIUM FOR OPERATIONAL EXCELLENCE IN RETAILING

June 17-18, 2024

Harvard Business School

## PRELIMINARY AGENDA DAY TWO

**11:30am – 11:50am**     **Session Twenty-Five: Consumers' Role in Circularity Execution: Evidence from Field Experiments**

Presentation by Saravanan Kesavan of BITS School of Management and Dayton Steele of University of Minnesota

**11:50am – 12:10pm**     **Discussion**

**12:10am – 1:10pm**     **Lunch**

**1:10pm – 1:30pm**     **Session Twenty-Six: Minimizing the Disruption from Pricing Experiments: A Hybrid Observational/Experimental Model to Measure Customer Elasticities**

Presentation by Andrea Guglielmo, Margaret Pierson, and Thomas Quan of Wayfair

**1:30pm – 1:50pm**     **Session Twenty-Seven: Optimal Design and Pricing of Sequenced Bundles in the Presence of Satiation**

Presentation by Nikolay Osadchiy of Emory University

**1:50pm – 2:10pm**     **Session Twenty-Eight: The Effect of Income Composition on Consumption Behavior**

Presentation by Paige Tsai and Ryan Buell, both of Harvard Business School

**2:10pm – 2:30pm**     **Discussion**

**2:30pm – 3:00pm**     **Session Twenty-Nine: Takeaways and Future Steps**

Discussion by Marshall Fisher and Ananth Raman