CONSORTIUM FOR OPERATIONAL EXCELLENCE IN RETAILING
May 10th-11th, 2011
Aldrich 112, Harvard Business School, Boston, MA

2011 Preliminary Agenda
DAY ONE

9:00am – 10:00am Check-in and Breakfast: Aldrich 112

10:00am – 10:15am Welcome Session: Aldrich 112

10:15am – 11:00am Session One: The Way Ahead for Retail Supply Chains
Presentation by Edwin Keh, former Chief Operating Officer, Walmart Global Sourcing

11:00am – Noon Session Two: Social Networking and Mobile for the Retail Industry
Presentation by Kartik Hosanagare, The Wharton School

Noon – 12:15pm Break: Aldrich 112

12:15pm – 1:00pm Session Three: The Art of Applying Scientific Retailing
Presentation by Giulio Zotteri, Politecnico di Torino & Chief Operating Officer, Mondo Convenienza

1:15pm – 2:00pm Lunch: Williams Room in Spangler Hall

2:15pm – 3:00pm Session Four: Analyzing Customer Behavior and Purchasing Decisions
Presentation by Nils Rudi, INSEAD

3:00pm – 3:15pm Break: Aldrich 112

3:15pm – 4:00pm Session Five: Demand Forecasting with Stockouts and Substitutions
Presentation by Vishal Gaur, The Johnson School

4:00pm – 4:45pm Session Six: Does Inventory Influence Demand?
Presentation by Santiago Gallino, The Wharton School

4:45pm – 5:15pm Break: Aldrich 112

5:15pm– 6:15pm Session Seven: The Store Case Study
Case discussion led by Marshall Fisher

6:30pm – 8:00pm Cocktails & Dinner: Williams Room in Spangler Hall

8:00pm – 9:00pm Session Eight: Keynote Dinner Speaker  Aldrich 112
Presentation via teleconference by Gang Yu and Junling Liu, The Store
Consortium for Operational Excellence in Retailing
May 10th-11th, 2011
Aldrich 012, Harvard Business School, Boston, MA

2011 Preliminary Agenda
DAY TWO

7:30am – 8:00am  Buffet Breakfast:  Aldrich 012

8:00am – 8:45am  Session Nine: Effects of Traffic on Store Performance
Presentation by Saravanan Kesavan, Kenan-Flagler Business School

8:45am – 9:45am  Session Ten: Case Study—Mercadona
Presentation by Zeynep Ton, Harvard Business School

9:45am – 10:00am  Break:  Aldrich 012

10:00am – 11:00am  Session Eleven: Increasing Sales through Customer Engagement
Presentation by Marcelo Olivares, Columbia Business School and Ariel Schilkrut, Vice President--Customer Solutions, SCOPIX

11:00am – 11:45am  Session Twelve: Inventory Record Inaccuracy & Dynamic Cycle Reporting
Presentation by Adam Mersereau, Kenan-Flagler Business School

11:45am – 12:15pm  Box Lunch Break:  Aldrich 012

12:15pm – 1:30pm  Session Thirteen: Experience and Empathy in Operations
Presentation by Ananth Raman

1:30pm – 2:30pm  Session Fourteen: Discussion on Takeaways & Future Steps