

Information Systems and Operations Management Workshop
“Challenges and Opportunities in Retail Operations”

February 8-9

UF Hilton

Feb. 7th 7:00 -9:00 pm	Dinner at Liquid Ginger	(352) 371-2323 101 Southeast 2 Place
Feb. 8th		
8:00 am	Breakfast in Hotel	UF Hilton Break Pavilion
9:00 am	"Do “Likes” matter? Experimental Evidence from Video on Demand Movie Sales" - Rahul Telang	Azalea Room
9:45 am	"Demand Estimation from Censored Observations with Inventory Record Inaccuracy" - Adam Mersereau	Azalea Room
10:30 am	Coffee Break	Break Pavilion
11:00 am	"Sponsored Search Marketing: Dynamic Pricing and Advertising for an Online Retailer" - Goker Aydin	Azalea Room
11:45 am	"Does Advance Selling Benefit Retailers, Manufacturers, or Both" - Xuying Zhao, Kathryn E. Steckle	Azalea Room
12:30 pm	Lunch in Hotel	Albert’s Restaurant
1:30 pm	"Markdown Optimization and Inventory Allocation in Retail Chains" - Narendra Agrawal	Azalea Room
2:15 pm	"Strategic Inventory with Stochastic Learning" - Xiuli He	Azalea Room
3:00 pm	Coffee Break	Break Pavilion
3:30 pm	"Adoption of New Technology in a Two-level Supply Chain" - Apurva Jain	Azalea Room
6:30 pm	Reception & Dinner at Paramount	(352) 378 - 3398 12 SW 1st Ave Downtown Gainesville

February 9th		UF Hilton
8:00 am	Breakfast	Break Pavilion
9:00 am	"The Exponential Choice Model" - Aydin Alptekinoglu	Azalea Room
9:45 am	"Asymmetric Assortment Choices Among Competing Retailers when Consumers are Uncertain about Product Tastes" - Haoying Sun	Azalea Room
10:30 am	Coffee Break	Break Pavilion
11:00 am	"Showrooming" and the Competition Between Store and Online Retailers "- Amit Mehra	Azalea Room
11:45 am	"Real-time Effects of Twitter Activity on Stock Price Performance: An exploratory Study" - Wolfgang Jank	Azalea Room
12:30 pm	Lunch (Box lunch)	Hickory Lane