

# Supply Chain SIG Conference, Seattle WA

## June 19, 2014

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### Session 1: Behavioral Issues in Supply Chains (8:30 – 10:00 am)

**Thought Leader: Ozalp Ozer, University of Texas at Dallas “The time is now: Behavioral research in supply chains”**

- “Designing Incentive Systems for Truthful Demand Information Sharing – Theory and Experiment” Lisa M. Scheele, Marco Slikker, and **Ulrich W. Thonemann**.
- “Capacity Investment in Supply Chains: Contracts and the Hold-Up Problem” **Andrew M. Davis** and Stephen G. Leider.

Coffee Break (10:00 – 10:15 am)

### Session 2: Classic Issues in Supply Chains (10:15 – 11:45 am)

**Thought Leader: Stephen Graves, MIT “New takes on classic supply chain research”**

- “Disentangling Production Smoothing from the Bullwhip Effect” **Robert L. Bray** and Haim Mendelson.
- “Modified Echelon (r,Q) Policies with Guaranteed Performance Bounds for Stochastic Serial Inventory Systems” **Ming Hu** and Yi Yang.

Lunch (11:45 am – 1:30 pm)

### Session 3: Consumer Driven Supply Chains (1:30 – 3:00 pm)

**Thought Leader: Georgia Perakis, MIT “The role of consumers in supply chain research: present and future”**

- “The Exponential Choice Model: A New Alternative for Assortment and Price Optimization” **Aydin Alptekinoglu** and John H. Semple.
- “Operational Advantages and Optimal Design of Threshold Discounting Offers” **Simone Marinesi**, Karan Girotra, and Serguei Netessine.

Coffee Break (3:00 – 3:15 pm)

### Session 4: Supply Chains in Action (3:15 – 4:45 pm)

**Thought Leader: Sridhar Tayur, Carnegie Mellon University “Virtuous cycle: From problem identification to on-going value creation”**

- “Initial Shipment Decisions for New Products at Zara” Jeremie Gallien, **Adam J. Mersereau**, Andres Garro, Alberte Dapena Mora, and Martin Novoa Vidal.
- “Analytics for an Online Retailer: Demand Forecasting and Price Optimization” **Kris Johnson**, Bin Hong Alex Lee, and David Simchi-Levi.

Reception (5:00 – 7:30 pm)