

Table 3. Coverage of Retail Topics

I. Strategic Positioning

Fisher and Vaidyanathan (2014) – optimize retail assortment
Menor, Roth, and Mason (2001) – identify four strategic service groups
Frei, Kalakota, Leone, and Marx (1999) – process as a strategic strength
Messinger and Narasimhan (1997) – implications of retail format

II. Tactical Decision-making

Ferreira, Lee, and Simcha-Levi (2015) – online multi-product price optimization
Acimovic and Graves (2014) – fulfillment decisions to minimize outbound shipping costs
Gallino and Moreno (2014) – impact of “buy-online, pick-up-in-store”
Caro and Gallien (2012) – clearance pricing optimization for Fast-Fashion
Nijs, Srinivasan and Pauwels (2007) – assess drivers of price variation & category margins
Gaur, Fisher and Raman (2005) – assess inventory turnover, gross margin, capital intensity, & sales surprise; and measure of inventory productivity – adjusted inventory turnover
Shankar and Bolton (2004) – determinants of retail pricing strategy
Smith and Achabal (2008) – clearance pricing and inventory policies
Montgomery (1997) – micro-marketing pricing strategies

III. Communications Management

Fong (forthcoming) – manage targeted email
Manchanda, Packard, and Pattabhiramaiah (2015) – economic returns to firm-sponsored online customer community
Forman, Ghose, and Wiesenfeld (2008) – disclosure of identity-relevant information influences judgements about products and the reviews, themselves
Ton and Huckman (2008) – standard operating procedures can make up for effect of employee turnover on operating performance
Lam, Vandenbosch, Hulland, and Pearce (2001) – determinants of promotional effectiveness: attraction, conversion and spending effects
