

Extended List

Empirical Analysis (ordered with most recent first):

Fong, N. M. (forthcoming) "How Targeting Affects Customer Search: A Field Experiment." *Management Science* **0**(0): null.

Gallino, S., et al. "Channel Integration, Sales Dispersion, and Inventory Management." *Management Science* **0**(0): null.

Mazar, N., et al. (2016). "When Retailing and Las Vegas Meet: Probabilistic Free Price Promotions." *Management Science* **63**(1): 250-266.

Israeli, A., et al. (2016). "Minimum Advertised Pricing: Patterns of Violation in Competitive Retail Markets." *Marketing Science* **35**(4): 539-564.

McShane, B. B., et al. (2016). "Decision Stages and Asymmetries in Regular Retail Price Pass-Through." *Marketing Science* **35**(4): 619-639.

Craig, N., et al. (2016). "The Impact of Supplier Inventory Service Level on Retailer Demand." *Manufacturing & Service Operations Management* **18**(4): 461-474.

Manchanda, P., et al. (2015). "Social Dollars: The Economic Impact of Customer Participation in a Firm-Sponsored Online Customer Community." *Marketing Science* **34**(3): 367-387.

Goldfarb, Avi, McDevitt, Ryan C., Samila, Sampsa, & Silverman, Brian S. (2015). The Effect of Social Interaction on Economic Transactions: Evidence from Changes in Two Retail Formats. *Management Science*, **61**(12), 2963-2981.

Kesavan, S., et al. (2014). "Volume Flexibility in Services: The Costs and Benefits of Flexible Labor Resources." *Management Science* **60**(8): 1884-1906.

Nijs, V. R., et al. (2013). "Outsourcing Retail Pricing to a Category Captain: The Role of Information Firewalls." *Marketing Science* **33**(1): 66-81.

Lu, Yina, Musalem, Andrés, Olivares, Marcelo, & Schilkrut, Ariel. (2013). Measuring the Effect of Queues on Customer Purchases. *Management Science*, **59**(8), 1743-1763.

Ülkü, M. Ali, Dailey, Lynn C., & Yayla-Küllü, H. Müge. (2013). Serving Fraudulent Consumers? The Impact of Return Policies on Retailer's Profitability. *Service Science*, **5**(4), 296-309.

Perdikaki, Olga, Kesavan, Saravanan, & Swaminathan, Jayashankar M. (2012). Effect of Traffic on Sales and Conversion Rates of Retail Stores. *Manufacturing & Service Operations Management*, **14**(1), 145-162.

Gauri, Dinesh Kumar, Pauler, Janos Gabor, & Trivedi, Minakshi. (2009). Benchmarking Performance in Retail Chains: An Integrated Approach. *Marketing Science*, 28(3), 502-515.

Ton, Zeynep, & Huckman, Robert S. (2008). Managing the Impact of Employee Turnover on Performance: The Role of Process Conformance. *Organization Science*, 19(1), 56-68.

James G. Maxham, III, Netemeyer, Richard G., & Lichtenstein, Donald R. (2008). The Retail Value Chain: Linking Employee Perceptions to Employee Performance, Customer Evaluations, and Store Performance. *Marketing Science*, 27(2), 147-167.

Forman, C., et al. (2008). "Examining the Relationship Between Reviews and Sales: The Role of Reviewer Identity Disclosure in Electronic Markets." *Information Systems Research* 19(3): 291-313.

Kuruzovich, J., et al. (2008). "Marketspace or Marketplace? Online Information Search and Channel Outcomes in Auto Retailing." *Information Systems Research* 19(2): 182-201.

DeHoratius, Nicole, & Raman, Ananth. (2007). Store Manager Incentive Design and Retail Performance: An Exploratory Investigation. *Manufacturing & Service Operations Management*, 9(4), 518-534.

Nijs, V. R., et al. (2007). "Retail-Price Drivers and Retailer Profits." *Marketing Science* 26(4): 473-487.

Pauwels, K., et al. (2007). "When Do Price Thresholds Matter in Retail Categories?" *Marketing Science* 26(1): 83-100.

Gaur, V., et al. (2005). "An Econometric Analysis of Inventory Turnover Performance in Retail Services." *Management Science* 51(2): 181-194.

Shankar, V. and R. N. Bolton (2004). "An Empirical Analysis of Determinants of Retailer Pricing Strategy." *Marketing Science* 23(1): 28-49.

Besanko, D., et al. (2003). "Competitive Price Discrimination Strategies in a Vertical Channel Using Aggregate Retail Data." *Management Science* 49(9): 1121-1138.

Rajiv, Surendra, Dutta, Shantanu, & Dhar, Sanjay K. (2002). Asymmetric Store Positioning and Promotional Advertising Strategies: Theory and Evidence. *Marketing Science*, 21(1), 74-96.

Lam, Shun Yin, Vandenbosch, Mark, Hulland, John, & Pearce, Michael. (2001). Evaluating Promotions in Shopping Environments: Decomposing Sales Response into Attraction, Conversion, and Spending Effects. *Marketing Science*, 20(2), 194-215.

Menor, Larry J., Roth, Aleda V., & Mason, Charlotte H. (2001). Agility in Retail Banking: A Numerical Taxonomy of Strategic Service Groups. *Manufacturing & Service Operations*

Management, 3(4), 273-292.

Frei, Frances X., Kalakota, Ravi, Leone, Andrew J., & Marx, Leslie M. (1999). Process Variation as a Determinant of Bank Performance: Evidence from the Retail Banking Study. *Management Science*, 45(9), 1210-1220.

Messinger, Paul R., & Narasimhan, Chakravarthi. (1997). A Model of Retail Formats Based on Consumers' Economizing on Shopping Time. *Marketing Science*, 16(1), 1-23.

Montgomery, A. L. (1997). "Creating Micro-Marketing Pricing Strategies Using Supermarket Scanner Data." Marketing Science **16**(4): 315-337.

Analysis of Policies, Algorithms, and Heuristics (ordered with most recent first):

Cohen, M. C., et al. "The Impact of Linear Optimization on Promotion Planning." *Operations Research* 0(0): null.

Choi, Tsan-Ming. (2016). Inventory Service Target in Quick Response Fashion Retail Supply Chains. *Service Science*, 8(4), 406-419.

Li, Q., et al. (2016). "Managing Perishable Inventories in Retailing: Replenishment, Clearance Sales, and Segregation." *Operations Research* 64(6): 1270-1284.

Ferreira, Kris Johnson, Lee, Bin Hong Alex, & Simchi-Levi, David. (2016). Analytics for an Online Retailer: Demand Forecasting and Price Optimization. *Manufacturing & Service Operations Management*, 18(1), 69-88.

Acimovic, Jason, & Graves, Stephen C. (2015). Making Better Fulfillment Decisions on the Fly in an Online Retail Environment. *Manufacturing & Service Operations Management*, 17(1), 34-51.

Bai, X., et al. (2015). "Growth Projections and Assortment Planning of Commodity Products Across Multiple Stores: A Data Mining and Optimization Approach." *INFORMS Journal on Computing* 27(4): 619-635.

Fisher, M. and R. Vaidyanathan (2014). "A Demand Estimation Procedure for Retail Assortment Optimization with Results from Implementations." *Management Science* 60(10): 2401-2415.

Gallino, Santiago, & Moreno, Antonio. (2014). Integration of Online and Offline Channels in Retail: The Impact of Sharing Reliable Inventory Availability Information. *Management Science*, 60(6), 1434-1451.

Rooderkerk, R. P., et al. (2013). "Optimizing Retail Assortments." *Marketing Science* 32(5): 699-715.

Caro, F. and J. Gallien (2012). "Clearance Pricing Optimization for a Fast-Fashion Retailer." *Operations Research* 60(6): 1404-1422.

Jiang, Y., et al. (2011). "Optimizing E-tailer Profits and Customer Savings: Pricing Multistage Customized Online Bundles." *Marketing Science* 30(4): 737-752.

Xu, P. J., et al. (2009). "Benefits of Reevaluating Real-Time Order Fulfillment Decisions." *Manufacturing & Service Operations Management* 11(2): 340-355.

Bhargava, H. K., et al. (2006). "Stockout Compensation: Joint Inventory and Price Optimization in Electronic Retailing." *INFORMS Journal on Computing* 18(2): 255-266.

Johnson, M. Eric, & Meller, Russell D. (2002). Performance Analysis of Split-Case Sorting Systems. *Manufacturing & Service Operations Management*, 4(4), 258-274.

Chen, F., et al. (2001). "Near-Optimal Pricing and Replenishment Strategies for a Retail/Distribution System." *Operations Research* 49(6): 839-853.

Mahajan, S. and G. v. Ryzin (2001). "Stocking Retail Assortments Under Dynamic Consumer Substitution." *Operations Research* 49(3): 334-351.

Fisher, Marshall, & Rajaram, Kumar. (2000). Accurate Retail Testing of Fashion Merchandise: Methodology and Application. *Marketing Science*, 19(3), 266-278.

Smith, S. A. and D. D. Achabal (1998). "Clearance Pricing and Inventory Policies for Retail Chains." *Management Science* 44(3): 285-300.

Bitran, G. R. and S. V. Mondschein (1997). "Periodic Pricing of Seasonal Products in Retailing." *Management Science*, 43(1): 64-79.

Analytical Micro Modeling:

Baucells, M., et al. (2016) "Behavioral Anomalies in Consumer Wait-or-Buy Decisions and Their Implications for Markdown Management." Operations Research **0**(0): null.

Belavina, Elena, Girotra, Karan, & Kabra, Ashish. Online Grocery Retail: Revenue Models and Environmental Impact. *Management Science*, Articles in Advance

Ye, Shengqi, Aydin, Goker, & Hu, Shanshan. (2015). Sponsored Search Marketing: Dynamic Pricing and Advertising for an Online Retailer. *Management Science*, **61**(6), 1255-1274.

He, Yuhong, & Yin, Shuya. (2015). Joint Selling of Complementary Components Under Brand and Retail Competition. *Manufacturing & Service Operations Management*, **17**(4), 470-479.

Bernstein, F., et al. (2015). "Dynamic Assortment Customization with Limited Inventories." Manufacturing & Service Operations Management **17**(4): 538-553.

Gu, Zheyin, & Liu, Yunchuan. (2013). Consumer Fit Search, Retailer Shelf Layout, and Channel Interaction. *Marketing Science*, **32**(4), 652-668.

Iyer, G. and D. Kuksov (2012). "Competition in Consumer Shopping Experience." Marketing Science **31**(6): 913-933.

Xiao, T., et al. (2012). "Service Commitment Strategy and Pricing Decisions in Retail Supply Chains with Risk-Averse Players." Service Science **4**(3): 236-252.

Kurtuluş, M. and A. Nakkas (2011). "Retail Assortment Planning Under Category Captainship." Manufacturing & Service Operations Management **13**(1): 124-142.

Dukes, A. J., et al. (2009). "Strategic Assortment Reduction by a Dominant Retailer." Marketing Science **28**(2): 309-319.

Yin, S., et al. (2009). "Durable Products with Multiple Used Goods Markets: Product Upgrade and Retail Pricing Implications." Marketing Science **29**(3): 540-560.

Hamilton, S. F. and T. J. Richards (2009). "Product Differentiation, Store Differentiation, and Assortment Depth." Management Science **55**(8): 1368-1376.

Zhang, X. (2009). "Retailers' Multichannel and Price Advertising Strategies." Marketing Science **28**(6): 1080-1094.

Balakrishnan, A., et al. (2008). "Integrating the Promotional and Service Roles of Retail Inventories." *Manufacturing & Service Operations Management* **10**(2): 218-235.

Coughlan, A. T. and G. Shaffer (2008). "Research Note—Price-Matching Guarantees, Retail Competition, and Product-Line Assortment." Marketing Science **28**(3): 580-588.

Hui, S. K., et al. (2008). "Modeling DVD Preorder and Sales: An Optimal Stopping Approach." Marketing Science 27(6): 1097-1110.

Cachon, G. P. and A. G. Kök (2007). "Category Management and Coordination in Retail Assortment Planning in the Presence of Basket Shopping Consumers." Management Science 53(6): 934-951.

Shin, Jiwoong. (2007). How Does Free Riding on Customer Service Affect Competition? *Marketing Science*, 26(4), 488-503.

Kumar, N. and R. Rao (2006). "Research Note—Using Basket Composition Data for Intelligent Supermarket Pricing." Marketing Science 25(2): 188-199.

Iyer, G., Soberman, D., & Villas-Boas, J. M. (2005). The targeting of advertising. *Marketing Science*, 24(3), 461-476.

Moorthy, S. (2005). A general theory of pass-through in channels with category management and retail competition. *Marketing Science*, 24(1), 110-122.

Viswanathan, S. (2005). "Competing Across Technology-Differentiated Channels: The Impact of Network Externalities and Switching Costs." *Management Science* 51(3): 483-496.

Cachon, G. P., et al. (2005). "Retail Assortment Planning in the Presence of Consumer Search" Manufacturing & Service Operations Management 7(4): 330-346.

Lim, Andrew, Rodrigues, Brian, & Zhang, Xingwen. (2004). Metaheuristics with Local Search Techniques for Retail Shelf-Space Optimization. *Management Science*, 50(1), 117-131.

Bernstein, F. and A. Federgruen (2003). "Pricing and Replenishment Strategies in a Distribution System with Competing Retailers." Operations Research 51(3): 409-426.

Krishan, Trichy, Koelemeijer, Kitty, & Rao, Ram. (2002). Consistent Assortment Provision and Service Provision in a Retail Environment. *Marketing Science*, 21(1), 54-73.

Ryzin, G. v. and S. Mahajan (1999). "On the Relationship Between Inventory Costs and Variety Benefits in Retail Assortments." Management Science 45(11): 1496-1509.

Lal, R. and J. M. Villas-Boas (1998). "Price Promotions and Trade Deals with Multiproduct Retailers." Management Science 44(7): 935-949.

Iyer, Ganesh. (1998). Coordinating Channels Under Price and Nonprice Competition. *Marketing Science*, 17(4), 338-355.

Lal, R. and R. Rao (1997). "Supermarket Competition: The Case of Every Day Low Pricing." Marketing Science 16(1): 60-80.

Wernerfelt, Birger. (1994). On the Function of Sales Assistance. *Marketing Science*, 13(1), 68-82.

Betancourt, Roger, & Gautschi, David. (1990). Demand Complementarities, Household Production, and Retail Assortments. *Marketing Science*, 9(2), 146-161.

Practitioner list:

Bianchi-Aguiar, Teresa, Silva, Elsa, Guimarães, Luis, Carravilla, Maria Antónia, Oliveira, José F., Amaral, João Günther, . . . Lapela, Sérgio. (2016). Using Analytics to Enhance a Food Retailer's Shelf-Space Management. *Interfaces*, 46(5), 424-444.

Roberts, Ken, Roberts, John H., Danaher, Peter J., & Raghavan, Rohan. (2015). Practice Prize Paper—Incorporating Emotions into Evaluation and Choice Models: Application to Kmart Australia. *Marketing Science*, 34(6), 815-824.

Koushik, D., et al. (2012). "Retail Price Optimization at InterContinental Hotels Group." *Interfaces* 42(1): 45-57.

Sundararajan, R., et al. (2011). "Marketing Optimization in Retail Banking." *Interfaces* 41(5): 485-505.

Singh, Madan G., Cook, Roderick, & Corstjens, Marcel. (1988). A Hybrid Knowledge-Based System for Allocating Retail Space and for Other Allocation Problems. *Interfaces*, 18(5), 13-22.

Messinger, P. R., & Narasimhan, C. (1995). Has power shifted in the grocery channel?. *Marketing Science*, 14(2), 189-223.

Teaching List:

Talebian, M. and G. v. Ryzin (2014). "Case Article—Markdown Management at Sports Unlimited." INFORMS Transactions on Education **14**(2): 96-99.

Woensel, T. V., et al. (2010). "Teaching Retail Operations in Business and Engineering Schools." INFORMS Transactions on Education **11**(1): 29-34.