



# **KÜMPEM**

**FORUM PERAKENDE**  
**KONFERANSI**  
**2019**

## **The New Retail DNA**

**May 9 th, 2019 Koç University**



## IX. KUMPEM Retail Conference

### Conference Program

08:30	09:20	Registration and Coffee	
09:20	09:30	Opening Remarks	
09:30	10:15	<b>Antonio Moreno</b> Harvard Business School	Information and Offline Experiences in Omnichannel Retail
10:15	11:00	<b>Gui Liberali</b> Erasmus University	When Do Consumers On-line Change Their Mind ?
11:00	11:15	Coffee Break	
11:15	12:00	<b>Francesca Sotgiu</b> Vrije University, Amsterdam	Location-Based Mobile Marketing
12:00	12:30	<b>Gürhan Kök</b> Koç University	Deep-learning based Demand Forecasting for New Fashion Products
12:30	13:30	Lunch	
13:30	14:15	<b>Pedro Amirim</b> University of Porto	How bad is a failure in online grocery retail?
14:15	15:00	<b>Özden Gür Ali</b> Koç University	Automatic Interpretable Retail Forecasting (FAIR) to Support the Budgeting and Planning Process
15:00	15:15	Coffee Break	
15:15	15:45	<b>Abdullah Daşçı</b> Sabancı University	A Transshipment Problem at a Fast-Fashion Retailer
15:45	16:15	<b>Alireza Kabir Mamdough</b> Koç University	Attribute-based Recommendation Systems

