



**MAYS BUSINESS SCHOOL**  
**T E X A S A & M U N I V E R S I T Y**  
**2021 Spring CRS Research Leadership Virtual Forum**

**Friday, April 23, 2021**

9:00 – 9:15

Welcome Remarks

**Manjit Yadav**, Department Head, Professor of Marketing and JC Penney Chair in Marketing & Retailing Studies, Mays Business School, Texas A&M University

**Venky Shankar**, Professor and Coleman Chair in Marketing and Director of Research, Center for Retailing Studies, Mays Business School, Texas A&M University

**Scott Benedict**, Director, Center for Retailing Studies, Mays Business School, Texas A&M University

9:15 – 10:15

**Leonard Berry**, University Distinguished Professor, Mays Business School, Texas A&M University  
*Service Lessons from Healthcare*

10:15 – 10:30

Coffee Break

10:30 – 11:00

**Unnati Narang**, Assistant Professor, University of Illinois, Urbana-Champaign  
*The Impact of Mobile App Failure on Online and Offline Purchases*

11:00 – 11:30

**Venky Shankar**, Professor and Coleman Chair in Marketing and Director of Research, Center for Retailing Studies, Mays Business School, Texas A&M University  
*Retailing in the Post-Pandemic World*

11:30 – 11:45

Coffee Break

11:45 – 12:35

Panel Discussion, *Emerging Research Issues in Retailing*  
**Jack Boyle**, Global Co-President, Direct to Consumer, Fanatics  
**Rebecca Wooters**, Chief Digital Officer, Signet Jewelers  
**Bill Stinneford**, Senior Vice President, Buxton

12:35 – 12:45

Wrap-up and Concluding Remarks

**Venky Shankar**, Professor and Coleman Chair in Marketing and Director of Research, Center for Retailing Studies, Mays Business School, Texas A&M University

12:45 – 1:15

Networking break