

Offline returns for online retailers via partnership

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Abstract: We study the newly emerging business practice where an online retailer enters into a partnership with a store retailer in order to offer its customers the option to drop off returns of online purchases. We explore when the online and store retailers have incentives to form such return partnerships.

Bio: Leela Nageswaran is an assistant professor of operations management at the Foster School of Business. She works on retail and service operations problems, primarily focusing on studying customer behavior under uncertainty. She utilizes techniques from stochastic analysis, game theory, and queueing theory, and complements this with data-driven analyses and insights.