

Assessing the Frequency and Causes of , Out-of-Stock Events Through Store Scanner'Data

Anne-Sophie Bayle-Tourtoulou
HEC School of Management,
78350 Jouy-en-Josas, France
tourtoulou@hec.fr

Gilles Laurent
HEC School of Management,
78350 Jouy-en-Josas, France
laurent@hec.fr
fax: 33 1 3967 7087
telephone: 33 1 3967 7480

Sandrine Mace
ESGP-EAP
79, avenue de la Republique
75543 Paris Cedex 11, France
mace@escp-eap.net