

ROBERT E. SANDERS

CONTACT INFORMATION

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EMPLOYMENT

University of California, San Diego Rady School of Management <i>Assistant Professor of Marketing</i>	July 2018 - Present
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EDUCATION

University of Chicago, Booth School of Business Ph.D Business Administration (Track: Quantitative Marketing and Economics)	June 2018
University of Pennsylvania, Wharton School of Business B.Sc. Economics, (with distinction)	May 2012

PUBLICATIONS

1. [Consumer Misinformation and the Brand Premium: A Private Label Blind Taste Test](#)
with Bart Bronnenberg and Jean-Pierre Dubé
Marketing Science 39(2):382-406.
(Finalist for the MSI 2018 – 2020 Research Priorities Working Paper Competition)

WORKING PAPERS

1. [Dynamic Pricing and Organic Waste Bans: A Study of Grocery Retailers' Incentives to Reduce Food Waste](#) (formerly titled Reducing Retailer Food Waste through Revenue Management)
(*R&R, Marketing Science*)
(Winner of 2017 Alden G. Clayton Doctoral Dissertation Proposal Competition from the Marketing Science Institute.)
2. [Consumer \(In\)attention to Expiration Dates: a Field Study](#)
with Karsten Hansen and Kanishka Misra
(Recipient of Becker Friedman Institute – Industrial Organization Initiative Award)

3. [Inventory Record Inaccuracy Explains Price Rigidity in Perishable Groceries](#)

with Ioannis Stamatopoulos and Naveed Chehraz

WORKS IN PROGRESS

1. TBA

CONFERENCE PRESENTATIONS

POMS (Invited and Accepted, Cancelled due to Covid-19)	Minneapolis, MN	April 2020
INFORMS: International Conference Presented: <i>Consumer (In)attention to Expiration Dates: A Field Study</i>	Cancun, MX	June 2019
AMA, Marketing Science Institute, Special Session Linking Academic Theory and Marketing Practice (MSI)	Boston, MA	August 2018
INFORMS Revenue Management and Pricing Conference Presented: <i>Dynamic Pricing and Organic Waste Bans: A Study of Grocery Retailers' Incentives to Reduce Food Waste</i>	Toronto, CA	June 2018
INFORMS Marketing Science Conference Presented: <i>Dynamic Pricing and Organic Waste Bans: A Study of Grocery Retailers' Incentives to Reduce Food Waste</i>	Philadelphia, PA	June 2018

INVITED TALKS

- 2021: Consortium For Operational Excellence in Retailing (COER)
Presented: *Inventory Record Inaccuracy Explains Price Rigidity in Perishable Groceries*
- 2020: Virtual Quant Marketing Seminar (Online during Covid-19)
Presented: *Consumer (In)attention to Expiration Dates: A Field Study*
- 2019: UT Austin, McCombs School of Business
Presented: *Dynamic Pricing and Organic Waste Bans:
A Study of Grocery Retailers' Incentives to Reduce Food Waste*
- 2017: UC San Diego, Rady School of Management; Washington University's Olin Business School
London Business School; University of Michigan, Ross School of Business
Northwestern, Kellogg School of Management
Presented: *Dynamic Pricing and Organic Waste Bans:
A Study of Grocery Retailers' Incentives to Reduce Food Waste*

PROFESSIONAL ACTIVITIES

Conference organization:

INFORMS Annual Conference: Anaheim, CA October 2021
Created and Chaired Special Session on Empirical Research
in Revenue Management in Revenue Management
and Pricing Cluster

INFORMS Marketing Science Conference: Philadelphia, PA June 2018
Created and Co-chaired Special Session on Dynamic Pricing
(with Max Joo)
Session 1. *Perishable and seasonal goods*
Session 2. *Advance-selling Market*

Referee Activities

*Marketing Science, Management Science, Journal of Marketing Research,
Quantitative Marketing and Economics, Production and Operations Management, Food Policy,
Annals of Operations Research, Journal of Operations Management*