

# ROBERT E. SANDERS

## CONTACT INFORMATION

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## EMPLOYMENT

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

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

## PUBLICATIONS

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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 - MSI 2018 – 2020 Research Priorities Working Paper Competition

## WORKING PAPERS

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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)  
(Under Review)  
Winner – 2017 Alden G. Clayton Doctoral Dissertation Proposal Competition from the Marketing Science Institute.

## WORKS IN PROGRESS

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1. The Role of Consumer Inattention in Perishable Purchases  
With Karsten Hansen and Kanishka Misra,  
Becker Friedman Institute – Industrial Organization Initiative Award
2. Inventory Recognition Inaccuracy Explains Price Rigidity in Perishables  
With Ioannis Stamatopolous and Naveed Chehrazi

## CONFERENCE PRESENTATIONS

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POMS (Invited and Accepted, Cancelled due to Covid-19)	Minneapolis, MN	April 2020
INFORMS: International Conference	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 <i>Reducing Retailer Food Waste through Revenue Management</i>	Toronto, CA	June 2018
INFORMS Marketing Science Conference <i>Reducing Retailer Food Waste through Revenue Management</i>	Philadelphia, PA	June 2018

## INVITED TALKS

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2019: UT Austin, McCombs School of Business  
 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

## PROFESSIONAL ACTIVITIES

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### Conference organization:

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

### Referee Activities

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