

# ROBERT E. SANDERS

## CONTACT INFORMATION

---

**Tel.:** +1 (858) 534-1457  
**Fax:** +1 (858) 534-9166  
**Email:** [rsanders@rady.ucsd.edu](mailto:rsanders@rady.ucsd.edu)  
**Address:** 9500 Gilman Drive #0553  
Wells Fargo Hall, 3W106  
San Diego, CA 92093-0553  
**Website:** <http://www.robertesanders.com/>

## EMPLOYMENT

---

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

## EDUCATION

---

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

---

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

---

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

## WORKS IN PROGRESS

---

1. Perishable Grocery Management with Dynamic Pricing and Inattentive Consumers: a Field Study  
With Karsten Hansen and Kanishka Misra,  
Becker Friedman Institute – Industrial Organization Initiative Award

## CONFERENCE PRESENTATIONS

---

INFORMS Marketing Science Conference <i>Reducing Retailer Food Waste through Revenue Management</i>	Philadelphia, PA	June 2018
INFORMS Revenue Management and Pricing Conference <i>Reducing Retailer Food Waste through Revenue Management</i>	Toronto, CA	June 2018
AMA, Marketing Science Institute, Special Session Linking Academic Theory and Marketing Practice (MSI)	Boston, MA	August 2018
INFORMS: International Conference	Cancun, MX	June 2019
POMS (Invited and Accepted, Cancelled due to Covid-19)	Minneapolis, MN	April 2020

## INVITED TALKS

---

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

---

### 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*