

# ROBERT EVAN SANDERS

<http://www.robertesanders.com/>

## ACADEMIC POSITIONS

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<i>Visiting Scholar</i> , University of Texas at Austin, McCombs School of Business <sup>1</sup>	March 2022 – August 2022
<i>Assistant Professor</i> , University of California, San Diego, Rady School of Management	July 2018 –

## EDUCATION

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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

## PEER-REVIEWED PUBLISHED AND ACCEPTED PAPERS

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### Accepted/Published

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.  
(One of four finalists for the Robert D. Buzzell MSI Best Paper Award 2021; One of four finalists for the MSI 2018 – 2020 Research Priorities Working Paper Competition)

### Under Review/Revision

2. [Dynamic Pricing and Organic Waste Bans: A Study of Grocery Retailers' Incentives to Reduce Food Waste](#)  
Minor Revision requested by *Marketing Science*  
(Winner of 2017 Alden G. Clayton Doctoral Dissertation Proposal Competition from the Marketing Science Institute.)
3. [Uninformed Choices in Perishables](#)  
with Karsten Hansen and Kanishka Misra  
Minor Revision resubmitted to *Marketing Science*  
(Recipient of Becker Friedman Institute – Industrial Organization Initiative Award)
4. [Inventory Record Inaccuracy Explains Price Rigidity in Perishable Groceries](#)  
with Naveed Chehrazai and Ioannis Stamatopoulos  
Under Review

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<sup>1</sup>During this time, I was still an employee of the University of California and was not receiving payment from the University of Texas at Austin.

## CONFERENCE PRESENTATIONS

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INFORMS Annual Conference:	Anaheim, CA	October 2021
POMS (Invited and Accepted, Cancelled due to Covid-19)	Minneapolis, MN	April 2020
INFORMS: International Conference	Cancun, MX	June 2019
AMA, Marketing Science Institute	Boston, MA	August 2018
INFORMS Revenue Management and Pricing Conference	Toronto, CA	June 2018
INFORMS Marketing Science Conference	Philadelphia, PA	June 2018

## INVITED TALKS

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2022: Stanford; Wharton Consortium For Operational Excellence in Retailing (COER)  
2021: Harvard Consortium For Operational Excellence in Retailing (COER)  
2020: Virtual Quant Marketing Seminar (Online during Covid-19)  
2019: UT Austin  
2017: UC San Diego; Washington University in St. Louis; University of Michigan  
London Business School; Northwestern

## SERVICE

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### Conference organization

INFORMS Annual Conference	Anaheim, CA	October 2021
Session organizer: Empirical Research in Revenue Management		
INFORMS Marketing Science Conference	Philadelphia, PA	June 2018
Session organizer: Dynamic pricing and Revenue Management		

### 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*

### Advising

Kohei Hayashida (as committee member; expected to graduate 2025)  
Fiori Angloul (as co-advisor; expected to graduate 2025)  
Seung Hyun Kim (as committee member, expected to graduate 2023)  
Hale Erkan (as committee member; expected to graduate 2023)