

ROBERT E. SANDERS

CONTACT INFORMATION

Tel.: +1 (858) 534-1457
Fax: +1 (858) 534-9166
Email: rsanders@rad.ucsds.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)	2018
University of Pennsylvania, Wharton School of Business B.Sc. Economics, (with distinction)	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)
(*R&R, Marketing Science*)
Winner – 2017 Alden G. Clayton Doctoral Dissertation Proposal Competition from the Marketing Science Institute.

WORKS IN PROGRESS

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

CONFERENCE PRESENTATIONS

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

2020: Virtual Quant Marketing Seminar (Online during Covid-19)
 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