

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

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 Retail 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

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| 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