

# ROBERT EVAN SANDERS

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

## ACADEMIC POSITIONS

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

## EDUCATION

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- 2012 – 2018 University of Chicago, Booth School of Business  
Ph.D. Business Administration (Track: Quantitative Marketing and Economics)
- 2006 – 2012 University of Pennsylvania, Wharton School of Business  
B.Sc. Economics (*magna cum laude*)

## PEER-REVIEWED PUBLISHED AND ACCEPTED PAPERS

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### Accepted/Published

1. **Inventory information frictions explain price rigidity in perishable groceries**  
with Naveed Chehraz and Ioannis Stamatopoulos  
Forthcoming in *Marketing Science*  
Media coverage: [NPR Planet Money](#); [Salon](#); [Retail Dive](#)
2. **Uninformed choices in perishables**  
with Karsten Hansen and Kanishka Misra  
Forthcoming in *Marketing Science*
  - Recipient of Becker Friedman Institute – Industrial Organization Initiative Award
3. **Dynamic pricing and organic waste bans: A study of grocery retailers' incentives to reduce food waste**  
*Marketing Science*, 43(2):289-316, 2024  
Media coverage: [NBC San Diego](#); [PBS San Diego](#); [Eater](#); [Civil Eats](#); [RetailWire](#); [Times of San Diego](#); [UCSD press release](#)
  - Winner, 2017 MSI Alden G. Clayton Doctoral Dissertation Proposal Competition
4. **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, 2020
  - Finalist, Robert D. Buzzell MSI Best Paper Award 2021
  - Finalist, MSI 2018 – 2020 Research Priorities Working Paper Competition

### Under Review/Revision

1. **Organic waste bans have failed to divert waste away from landfills in the United States—except in Massachusetts**  
Under review at *Science* (2nd round)  
with Ioannis Stamatopoulos and Fiorenza Zoi Anglou

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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.

## In Progress

2. **Estimating price elasticities with scanner data is difficult: Insights from a large-scale field experiment**  
with Rob Bray and Ioannis Stamatopoulos
3. **Learning to reduce waste**  
with Kaniska Misra and Kohei Hayashida
4. **Testing consumer misunderstanding of expiration date labels with state and federal regulatory shocks**  
with Ioannis Stamatopoulos and Fiorentia Zoi Anglou
  - **MSI Grant # 4001868 (\$5,000)**
  - **McCombs Research Excellence Grant (\$15,000)**

## INVITED PRESENTATIONS

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2023 Stanford's Marketing for Environmental Sustainability Conference

2023 The University of Virginia

2023 The University of Hong Kong

2023 University of California, Berkeley

2023 Quantitative Marketing and Economics

2023 Summer Institute for Competitive Strategy

2023 INFORMS Marketing Science

2022 Wharton Consortium For Operational Excellence in Retailing

2022 Stanford University

2021 INFORMS Annual Conference

2021 Harvard Consortium For Operational Excellence in Retailing

2020 Virtual Quant Marketing Seminar

2019 INFORMS: International Conference

2019 University of Texas at Austin

2018 AMA, Marketing Science Institute

2018 INFORMS Revenue Management and Pricing Conference

2018 INFORMS Marketing Science Conference

2017 University of California, San Diego

2017 Washington University in St. Louis

2017 University of Michigan

2017 London Business School

2017 Northwestern University

## **SERVICE**

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### **Policy work and government service**

2023 –2024   Washington State Department of Ecology  
                  Serve on advisory committee supervising  
                  roll-out of organic-waste management law (House Bill 1799)

### **Conference organization**

2021    INFORMS Annual Conference  
          Session organizer: Empirical Research in Revenue Management

2018    INFORMS Marketing Science Conference  
          Session organizer: Dynamic pricing and Revenue Management

- Marketing Science
- Journal of Marketing Research
- Management Science
- Operations Research
- Quantitative Marketing and Economics
- Journal of Marketing
- Marketing Letters
- Production and Operations Management
- Food Policy
- Journal of Operations Management
- Annals of Operations Research

## **Advising**

Hale Erkan (as committee member, 2023)

Seung Hyun Kim (as committee member, 2024)

Fiori Anglou (as co-advisor; expected to graduate 2025)

Kohei Hayashida (as committee member; expected to graduate 2025)

## Placement

Arizona State University

Northeastern Univeristy (Visiting)