

ROBERT EVAN SANDERS

CONTACT INFORMATION

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EMPLOYMENT

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

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

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 for the 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 of 2017 Alden G. Clayton Doctoral Dissertation Proposal Competition from the Marketing Science Institute.)
2. [Consumer \(In\)attention to Expiration Dates: A Field Study](#)
with Karsten Hansen and Kanishka Misra
(Recipient of Becker Friedman Institute – Industrial Organization Initiative Award)

3. [Inventory Record Inaccuracy Explains Price Rigidity in Perishable Groceries](#)

with Ioannis Stamatopoulos and Naveed Chehraz

CONFERENCE PRESENTATIONS

INFORMS Annual Conference: Presented: <i>Consumer (In)attention to Expiration Dates: A Field Study</i>	Anaheim, CA	October 2021
POMS (Invited and Accepted, Cancelled due to Covid-19)	Minneapolis, MN	April 2020
INFORMS: International Conference Presented: <i>Consumer (In)attention to Expiration Dates: A Field Study</i>	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 Presented: <i>Dynamic Pricing and Organic Waste Bans: A Study of Grocery Retailers' Incentives to Reduce Food Waste</i>	Toronto, CA	June 2018
INFORMS Marketing Science Conference Presented: <i>Dynamic Pricing and Organic Waste Bans: A Study of Grocery Retailers' Incentives to Reduce Food Waste</i>	Philadelphia, PA	June 2018

INVITED TALKS

2021: Consortium For Operational Excellence in Retailing (COER) Presented: <i>Inventory Record Inaccuracy Explains Price Rigidity in Perishable Groceries</i>
2020: Virtual Quant Marketing Seminar (Online during Covid-19) Presented: <i>Consumer (In)attention to Expiration Dates: A Field Study</i>
2019: UT Austin, McCombs School of Business Presented: <i>Dynamic Pricing and Organic Waste Bans: A Study of Grocery Retailers' Incentives to Reduce Food Waste</i>
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 Presented: <i>Dynamic Pricing and Organic Waste Bans: A Study of Grocery Retailers' Incentives to Reduce Food Waste</i>

PROFESSIONAL ACTIVITIES

Conference organization:

INFORMS Annual Conference: Created and Chaired Special Session on Empirical Research in Revenue Management in Revenue Management and Pricing Cluster	Anaheim, CA	October 2021
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INFORMS Marketing Science Conference: Created and Co-chaired Special Session on Dynamic Pricing (with Max Joo) Session 1. <i>Perishable and seasonal goods</i> Session 2. <i>Advance-selling Market</i>	Philadelphia, PA	June 2018
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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*