

ROBERT E. SANDERS

CONTACT INFORMATION

Tel.: +1 (858) 534-1457
Fax: +1 (858) 534-9166
Email: rsanders@rady.ucsd.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 *July 2018 - Present*
Rady School of Management
Assistant Professor of Marketing

EDUCATION

University of Chicago, Booth School of Business *August 2018*
Ph.D Business Administration
(Track: Quantitative Marketing and Economics)

University of Pennsylvania, Wharton School of Business *May 2012*
B.Sc. Economics, (with distinction)

PUBLICATIONS

1. **Consumer Misinformation and the Brand Premium: A Private Label Blind Taste Test**
With Bart Bronnenberg and Jean-Pierre Dubé
Marketing Science, Forthcoming

WORKING PAPERS

1. **Perishable Inventory Stocking and Waste: Evidence from a Grocery Retailer**
2. **Organic Waste Bans and Dynamic Pricing: A Supply-Side Model of Grocery Retailers**
(formerly titled *Reducing Retailer Food Waste through Revenue Management*)

WORKS IN PROGRESS

1. **Food Waste and Dynamic Pricing of Perishables: a Field Experiment**
With Karsten Hansen and Kanishka Misra

CONFERENCE PRESENTATIONS

INFORMS Marketing Science Conference <i>Reducing Retailer Food Waste through Revenue Management</i>	Philadelphia, PA	<i>June 2018</i>
INFORMS Revenue Management and Pricing Conference <i>Reducing Retailer Food Waste through Revenue Management</i>	Toronto, CA	<i>June 2018</i>
AMA, Marketing Science Institute, Special Session Linking Academic Theory and Marketing Practice (MSI)	Boston, MA	<i>August 2018</i>
INFORMS: International Conference	Cancun, MX	<i>June 2019</i>

SEMINAR PRESENTATIONS

2017: UCSD, LBS, University of Michigan, WUSTL, Northwestern

PROFESSIONAL ACTIVITIES

Conference organization:

INFORMS Marketing Science Conference: Philadelphia, PA *June 2018*
Created and Co-chaired Special Session on Dynamic Pricing
(with Max Joo)
Session 1. *Perishable and seasonal goods*
Session 2. *Advance-selling Market*

Adhoc reviewer for *Food Policy, Production and Operations Management*

Member of AEA, AMA, INFORMS

AWARDS AND HONORS

Finalist - MSI 2018-2020 Research Priorities Working Paper Competition	<i>2018</i>
Becker Friedman Institute - Industrial Organization Initiative Award	<i>2018</i>
Winner - 2017 Alden G. Clayton Doctoral Dissertation Proposal Competition from the Marketing Science Institute.	<i>2017</i>
Wesley C. Pickard PhD Fellowship	<i>2016-2017</i>
Katherine Dusak Miller PhD Fellowship,	<i>2015-2016</i>
Booth School of Business Ph.D. Fellowship	<i>2012-2017</i>
Lisa & David Matlin Scholarship, University of Pennsylvania	<i>2011-2012</i>
Ellis and Betty Finkelman Scholarship, University of Pennsylvania	<i>2011</i>
William and Louise Meiklejohn Scholarship, University of Pennsylvania	<i>2011</i>
Elizabeth S. Hadley Scholarship, University of Pennsylvania	<i>2009</i>