

ROBERT E. SANDERS

CONTACT INFORMATION

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EMPLOYMENT

University of California, San Diego *July 2018 (beginning)*
Rady School of Management
Assistant Professor of Marketing

EDUCATION

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

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

RESEARCH INTERESTS

Pricing, Dynamic Decision-making, Applied Industrial Organization, Applied Microeconomics, Field Experiments

WORKING PAPERS

- “The Economics of Retail Food Waste”, Job Market Paper (formerly titled “Reducing Retailer Food Waste through Revenue Management”)
- “Consumer Misinformation and the Brand Premium: a Private Label Blind Taste”, With Jean-Pierre Dubé and Bart J. Bronnenberg

WORKS IN PROGRESS

- “Food Waste and Dynamic Pricing of Perishables: a Field Experiment”
- “The Value of Temporal Data in Target Marketing”
- “Alcohol Consumption, Externalities, and the Business Cycle: Optimal Taxation Implications”, with Michael Thomas

INVITED PRESENTATIONS AND TALKS

PROFESSIONAL ACTIVITIES

Conference organization:

INFORMS Marketing Science Conference:

Co-chair Special Session on Dynamic Pricing (with Max Joo)

Session 1. *Perishable and seasonal goods*

Session 2. *Advance-selling Market*

Philadelphia, PA *July, 2018*

Adhoc reviewer for *Production and Operations Management*

Member of AEA, INFORMS

HIGHLIGHTED INFO

Research Intern

Wasteless, Ltd.

May 2017 - Present

Teaching Assistant

Bayesian Inference (Ph.D) (taught by Robert Gramacy)

Booth School of Business, The University of Chicago

Spring 2015

Data Science for Marketing (taught by Günter Hitsch)

Booth School of Business, The University of Chicago

Winter 2017

Data-Driven Marketing (taught by Günter Hitsch) (EMBA and MBA)

Average Teaching Evaluations for EMBA: 4.6 out of 5

Performance Bonus for Exceptional Service

Booth School of Business, The University of Chicago

Spring, Summer 2015-2016

Health Care Analytics Laboratory (taught by Dan Adleman) (MBA)

Performance Bonus for Exceptional Service

Booth School of Business, The University of Chicago

Winter - Spring 2014

AWARDS AND HONORS

Becker Friedman Institute - Industrial Organization Initiative Award	<i>2018</i>
Winner of the 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, Booth School of Business Ph.D. Fellowship	<i>2015-2016</i> <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>

- **The Economics of Retail Food Waste**

Job Market Paper

Abstract: Each year, the perishable grocery industry produces substantial waste, resulting in considerable costs to firms and generating harmful greenhouse gas emissions. I study the incentives to produce such waste using a novel data set that matches a large supermarket chain's loyalty-card database, including the time stamp for customer trips, with the firm's product-level information on marginal cost, shelf life (perishability), and daily production-processes. In a descriptive analysis, I first show the firm's production of waste correlates positively with the degree of demand uncertainty and with its market power. This relationship is consistent with the classic newsvendor problem and suggests positive waste levels are an endogenously-determined outcome. I then conduct a structural analysis of the artisanal bread category to assess the supermarket chain's incentives to mitigate waste. Currently, grocery retailers have not yet adopted revenue management (intraday markdowns) due to insufficient scale. A hypothetical policy that reduces the costs of revenue management sufficiently to induce adoption would reduce total planned waste for the chain by 13%. Surprisingly, the incentive to reduce waste varies across the individual stores: in several stores, the firm endogenously increases planned waste, suggesting revenue management alone may be insufficient to curb grocery waste. I then simulate the effects of a ban recently enacted in California. The ban increases firms' waste-disposal-costs by mandating composting. For the supermarket chain, this policy increases the returns to revenue management adoption from 7% to 11% and induces the firm to use intraday markdowns, resulting in a combined waste reduction of 31%.

Keywords: dynamic pricing, demand uncertainty, revenue management, perishability, retailing

- **Consumer Misinformation and the Brand Premium: a Private Label Blind Taste**

With Jean-Pierre Dubé and Bart J. Bronnenberg

Abstract: We run several in-store blind taste tests across three of a retailer's private label food brands and their leading competing national brand counterparts. In a survey administered during the taste test, subjects self-report very high expectations about the relative quality of the private labels relative to national brands. However, they predict a relatively low probability of choosing them in a blind taste test. Surprisingly however, an overwhelming majority systematically chooses the private label in the blinded test. During the week after the intervention, the tested private label product market shares increase by 16 percentage points, on top of a base share of 8 percentage points. However, the effect diminishes to 10 percentage points during the second to fourth week after the test, and to 2 percentage points during the first to five months after the test. Using a structural model of demand, we find that the intervention increases the preference for the private label brands, but decreases the preference for the national brands. The findings are consistent with a treatment effect of information on demand where the information decays over time.

Keywords: product quality beliefs, national brands, private labels, consumer choice

REFERENCES

Jean-Pierre Dubé
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