

# Federico Rossi

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## Education

Ph.D. Marketing, Kellogg School of Management, Northwestern University, 2008  
M.A. Marketing, Northwestern University, 2004  
Laurea Business Economics, University of Bologna, 2000, *Summa Cum Laude*

## Professional Experience

Krannert School of Management, Purdue University, USA  
Assistant Professor, 2016-

Bocconi University, Milan, Italy  
Assistant Professor, 2012-2015

Kenan-Flagler Business School, UNC-Chapel Hill, USA  
Assistant Professor, 2008-2011

University of Bologna, Italy,  
Research Fellow, 2001-2002, 2007.

Optimedia - Publicis, Milan, Italy  
Associate, 2000.

## Honors and Awards

Northwestern University Fellowship, 2002-2008  
Research Grant, Department of Management, University of Bologna, 2001

## Research Interests

Retail Strategies, Pricing, New Product Introduction, Industrial Organization.

## Publications

Nevo, Aviv and Federico Rossi (2008) An Approach for Extending Dynamic Models to Settings with Multi-Product Firms, *Economics Letters*, 100: 49-52.

Rossi, Federico and Pradeep Chintagunta (2016) Price Transparency and Retail Prices: Evidence from Fuel Price Signs in the Italian Highway System, *Journal of Marketing Research*, vol.53 n.3, pp. 407-423.

Rossi, Federico (2017) Lower Price or Higher Reward? Measuring The Effect of Consumers' Preferences on Reward Programs, *Management Science*, *forthcoming*.

### **Working Papers**

Rossi, Federico and Pradeep Chintagunta (2017) *Price Uncertainty and Market Power in Retail Gasoline: The Role of Price Signs on an Italian Highway*

Rossi, Federico (2010) *Product Entry and Social Efficiency in the Ready-to-eat Cereal Industry*.

Anderson, Eric, Ralf Elsner, Federico Rossi and Duncan Simester (2013) *Retail Switching and Consumer Search: Evidence from a Field Study*.

### **Work in Progress**

Rossi, Federico, Gaia Rubera *Competing for Attention in the Social Media*.

Valentini, Sara, Federico Rossi and Elisa Montaguti *Consumer Impatience and Market Structure: The Case of Online Pizza Delivery*.

### **Books, Chapters**

Rossi, Federico (2015) Price Management, Chapter 13 *Marketing @Bocconi*, edited by Enrico Valdani, EGEA Milano.

### **Recent Conference Presentations**

“Price Uncertainty and Market Power in Retail Gasoline” with Pradeep Chintagunta, SICS Conference, Berkeley, July 2015.

“Pain Driving to the Pump: The Effect of Consumer Search Costs on Gasoline Prices” with Pradeep Chintagunta, Marketing Dynamics Conference, Las Vegas, August 2014.

“Price Transparency and Retail Competition: Evidence from Fuel Price Signs in the Italian Motorway” with Pradeep Chintagunta, Marketing Science Conference, Istanbul, 2013.

### **Service**

Ad-hoc reviewer for: Journal of Marketing Research, Marketing Science, Quantitative Marketing and Economics