

# 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.

## Awards, Honors and Grants

Outstanding Teaching Award, Krannert School of Management, 2017, 2018, 2019, 2020

University of Chicago Initiative on Global Markets – Grant, 2014

Bocconi University CERMES – Grant, 2013

Northwestern University Fellowship, 2002-2008

Research Grant, Department of Management, University of Bologna, 2001

## Research Interests

Pricing, Market Frictions, Retail/Social Media Competition

## 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 (2018) Lower Price or Higher Reward? Measuring The Effect of Consumers' Preferences on Reward Programs, *Management Science*, vol.64 n.9, pp. 4451-4470.

Rossi, Federico and Pradeep Chintagunta (2018) Price Uncertainty and Market Power in Retail Gasoline: The Case of an Italian Highway, *Marketing Science*, vol.37 n.5, pp. 753-770.

Rossi, Federico and Gaia Rubera (2019) Measuring Competition for Attention in Social Media: NWSL Players on Twitter, *Marketing Science*, forthcoming.

#### **Working Papers**

Rossi, Federico (2020) Mergers with endogenous product choice: The case of the ready-to-eat cereal industry ([Link](#))

Anderson, Eric, Ralf Elsner, Federico Rossi and Duncan Simester (2019) Retail Switching and Consumer Search: Evidence from a Field Study

#### **Work in Progress**

Alyakoob, Mohammed, Mohammed Rahman, Federico Rossi *Retail Competition and Consumer Reviews*

Rossi, Federico, Ting Zhu, Sara Valentini, 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**

“Measuring Competition for Attention in Social Media: NWSL Players on Twitter”, Frank Bass UT Dallas Conference, March 2018

“Measuring Competition for Attention in Social Media: NWSL Players on Twitter”, NYU Digital Social Media Marketing Conference, New York, December 2017

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

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

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

**Service**

Ad-hoc reviewer for: Applied Economics, Information Systems Research, Journal of Economics & Management Strategy, Journal of Marketing, Journal of Marketing Research, Management Science, Marketing Letters, Marketing Science, Quantitative Marketing and Economics

Faculty Recruiting Committee – Marketing Area, Purdue University, 2017-18

Dean’s Research Data Initiative Committee – Krannert, Purdue University, 2018-19

Digital Footprint Committee – Krannert, Purdue University, 2018-19

Undergraduate Teaching Committee – Krannert, Purdue University, 2019-20