

Federico Rossi

Krannert School of Management
Purdue University
403 W. State Street,
West Lafayette, IN, 47907, USA

Phone: +1 (765) 494-4423
Email: rossif@purdue.edu

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

AMA Sheth Doctoral Consortium Faculty Fellow, 2021

Outstanding Teaching Award, Krannert School of Management, 2017, 2018, 2019,
2020, 2021

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 (2020) Measuring Competition for Attention in Social Media: NWSL Players on Twitter, *Marketing Science*, forthcoming.

Submitted Papers

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

Rossi, Federico and Pradeep Chintagunta (2021) Consumer Loyalty Programs and Retail Prices: Evidence from Gasoline Markets ([Link](#))

Working Papers

Alyakoob, Mohammed, Federico Rossi, and Rahman Mohammad (2020) Online Reputation and Market Power: Evidence from the Cannabis Retail Market

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, Federico Rossi, and Rahman Mohammad (2020) Welfare Effects of Review Measures

Rossi, Federico, 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”, CMU - Pitt Seminar, March 2021

“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, Econometrica, 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, 2020-21