

# 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, 2012-2016

Kenan-Flagler Business School, UNC-Chapel Hill, USA  
Assistant Professor, 2008-2012

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, 2017-2020  
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

Market Frictions, Pricing, Retail/Social Media Competition

## Publications

Rossi, Federico and Pradeep Chintagunta (2022) Consumer Loyalty Programs and Retail Prices: Evidence from Gasoline Markets, *Marketing Science*, forthcoming ([Link](#))

Rossi, Federico (2022) Mergers with Endogenous Product Choice: The Case of the Ready-To-Eat Cereal Industry, *Quantitative Marketing and Economics*, forthcoming ([Link](#))

Rossi, Federico and Gaia Rubera (2021) Measuring Competition for Attention in Social Media: NWSL Players on Twitter, *Marketing Science*, vol.40 n.6, pp. 1147-1168.

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 (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 (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.

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

## Working Papers

Alyakoob, Mohammed, Federico Rossi, and Rahman Mohammad (2021) Online Reputation and Market Power: Evidence from the Cannabis Retail Market, under revision for resubmission at *Management Science* ([Link](#))

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

Seol, Chaewon, Federico Rossi, Sara Valentini, and Elisa Montaguti (2022) Consumer Impatience, Technological Innovation, and Market Structure

## Work in Progress

Rossi, Federico and Ting Zhu *Effect of Crime on Retailing: Evidence from Gas Stations in Chicago*

Chowdhury, Arindam and Ashish Kabra and Federico Rossi *E-bikes distribution and consumer inequalities*

Rossi, Federico and Ting Zhu *Optimal Price Transparency Policies: Application to Retail Gasoline*

## **Books, Chapters**

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

## **Recent Conference Presentations**

“Consumer Impatience, Technological Innovation, and Market Structure”, Indiana University, Spring 2023 (scheduled)

“Online Reputation and Market Power: Evidence from the Cannabis Retail Market”, CIST - IUPUI, October 2022 (scheduled)

“Consumer Loyalty Programs and Retail Prices: Evidence from Gasoline Markets”, Customer Journey Conference - Bocconi University, June 2022

“Online Reputation and Market Power: Evidence from the Cannabis Retail Market”, Workshop on Information Systems and Economics (WISE), December 2021

“Measuring Competition for Attention in Social Media: NWSL Players on Twitter”, CMU - Pitt Seminar, March 2021

“Consumer Choice Predictions Based on Individual Geospatial Patterns”, Marketing Science Conference, Duke, 2020

“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