

Federico Rossi

Department of Marketing
Kenan-Flagler Business School
The University of North Carolina at Chapel Hill
Campus Box 3490, McColl Building
Chapel Hill, NC 27599, USA

Phone: (312) 404-1371
Fax: (919) 962-7186
Email: federico_rossi@unc.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

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

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, New Product Introduction, Pricing, 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.

Working Papers

Rossi, Federico (2010) *\$1 Discount or \$1 Reward? The Effect of Consumers' Preferences on Reward Programs*.

Rossi, Federico (2010) *A Dynamic Oligopoly Model of Product Entry and Exit with Multi-Product Firms*.

Anderson, Eric, Ralf Elsner, Federico Rossi and Duncan Simester (2011) *Retail Switching and Consumer Search: Evidence from a Field Study*.

Work in Progress

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

Rossi, Federico, Katrijn Gielens *Measuring the Implications of Inventory Behavior on Pass-Through Pricing.*

Rossi, Federico, Barry Bayus *Crowdsourcing and the Selection of New Ideas.*

Mallapragada, Girish, Barry Bayus and Federico Rossi *Cyberspace as Social Space: Understanding the Structure of Collaboration in User-driven Idea Generation.*

Invited Conference Presentations

Invited to discuss the paper “Structural Equilibrium Analysis of Political Advertising” by Brett Gordon and Wesley Hartmann in the 8th QME Conference, UCLA, October 2010.

Invited to present the paper “\$1 Discount or \$1 Reward? The Effect of Consumers’ Preferences on Reward Programs” in the 6th QME Conference, NYU, October 2008.

Teaching

Kenan-Flagler Business School, USA

MBA - Marketing Strategy

Fall 2008: One section (69 students), Instructor ratings: 4.3/5.0

Fall 2009: Two sections (91 students), Instructor ratings: 4.3, 4.4/5.0

Fall 2010: Two sections (95 students), Instructor ratings: 4.3, 4.4/5.0

Kenan-Flagler Business School, USA

Undergrad - Marketing Strategy

Fall 2008: Two section (34 students), Instructor ratings: 4.3, 4.2/5.0

Fall 2009: Two sections (49 students), Instructor ratings: 4.6, 4.4/5.0

Fall 2010: Two sections (67 students), Instructor ratings: 4.7, 4.4/5.0

Other classes taught before/during Ph.D.

University of Bologna, Master level

Retailing, Marketing Models, Consumer Behavior.

Teaching Interests

Marketing Strategy, Pricing, Marketing Analytics, Retailing, New Product Introduction.

Service

Ad-hoc reviewer for:

Journal of Marketing Research

Marketing Science

Reference

Eric T. Anderson

Hartmarx Professor of Marketing
Kellogg School of Management
Northwestern University
2001 Sheridan Road
Evanston, IL 60208, USA
Phone: (847) 467-6482
eric-anderson@kellogg.northwestern.edu

William D. Perrault

Distinguished Professor of Marketing
Kenan-Flagler Business School
UNC - Chapel Hill
CB 3490
Chapel Hill, NC 27599, USA
Phone: (919) 619-2436
bill_perreault@unc.edu

Barry L. Bayus

Distinguished Professor of Marketing
Kenan-Flagler Business School
UNC - Chapel Hill
CB 3490
Chapel Hill, NC 27599, USA
Phone: (919) 962-3210
barry_bayus@unc.edu

Jan-Benedict Steenkamp

Distinguished Professor of Marketing
Kenan-Flagler Business School
UNC - Chapel Hill
CB 3490
Chapel Hill, NC 27599, USA
Phone: (919) 962-9579
jbs@unc.edu