

Patricia DA CAMARA ROSSI

Associate Professor

Academy: Innovation

Research center: Marketing Interactions

Campus: Lille

Email: patricia.rossi@skema.edu

Research interests

Consumer Behavior, Decision Making, Sensory Marketing, Sustainable Marketing, Artificial Intelligence

Teaching interests

Artificial Intelligence, Consumer Behavior, Decision Making, Sensory Marketing, Sustainable Marketing

Education

2014 PhD in Marketing, NEOMA Business School, France

Experience

Full-time academic positions

Since 2022 Associate Professor, SKEMA Business School, France
2015 - 2022 Assistant Professor, IÉSEG School of Management, France

Publications

Peer-reviewed journal articles

- AHMAD HUSAIRI, M. and DA CAMARA ROSSI, P. (2024). Delegation of Purchasing Tasks to AI: The Role of Perceived Choice and Decision Autonomy. *Decision Support Systems*, 179, pp. 114166.
- SPIELMANN, N. and DA CAMARA ROSSI, P. (2024). Let's drink to that! How wider glass rim leads to more pleasurable purchases. *Journal of Business Research*, 175, pp. 114579.
- ROSSI, P., PANTOJA, F., YOON, S. and KIM, K. (2023). The mind of the beholder: Congruence effects in luxury product placements. *International Journal of Advertising*, 42(3), pp. 562-588.
- SAJTOS, L., CAO, J.T., ESPINOSA, J.A., PHAU, I., ROSSI, P., SUNG, B. and VOYER, B. (2021). Brand love: Corroborating evidence across four continents. *Journal of Business Research*, 126, pp. 591-604.
- PANTOJA, F., BORGES, A., ROSSI, P. and YAMIM, A.P. (2020). If I touch it, I will like it! The role of tactile inputs on gustatory perceptions of food items. *Journal of Retailing and Consumer Services*, 53, pp. 101958.
- COSTA PINTO, D., MAURER HERTER, M., ROSSI, P., MEUCCI NIQUE, W. and BORGES, A. (2019). Recycling cooperation and buying status. *European Journal of Marketing*, 53(5), pp. 944-971.
- ROSSI, P., PANTOJA, F., BORGES, A. and WERLE, C.O.C. (2017). What a Delicious Name! Articulatory Movement Effects on Food Perception and Consumption. *Journal of the Association for Consumer Research*, 2(4), pp. 392-401.
- PANTOJA, F., ROSSI, P. and BORGES, A. (2016). How Product-Plot Integration and Cognitive Load Affect Brand Attitude: A Replication. *Journal of Advertising*, 45(1), pp. 113-119.

ROSSI, P., BORGES, A. and BAKPAYEV, M. (2015). Private labels versus national brands: The effects of branding on sensory perceptions and purchase intentions. *Journal of Retailing and Consumer Services*, 27, pp. 74-79.

COSTA PINTO, D., HERTER, M.M., ROSSI, P. and BORGES, A. (2014). Going green for self or for others? Gender and identity salience effects on sustainable consumption. *International Journal of Consumer Studies*, 38(5), pp. 540-549.

Conference proceedings

DA CAMARA ROSSI, P. and AHMAD-HUSAIRI, M. (2023). Delegation of purchasing tasks to AI: The role of perceived choice and decision autonomy.

Other research activities

Affiliations

Since 2022 Vice-President for Engagement, Academy of Marketing Science, United States of America