

Patricia DA CAMARA ROSSI

Professeur associé

Académie : Innovation

Centre de recherche : Marketing Interactions

Campus : Lille

Email : patricia.rossi@skema.edu

Intérêts de recherche

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

Formation

2014 PhD in Marketing, NEOMA Business School, France

Expérience Professionnelle

Positions académiques principales

Depuis 2022 Professeur associé, SKEMA Business School, France

2015 - 2022 Professeur assistant, IÉSEG School of Management, France

Publications

Articles académiques revus

AHMAD HUSAIRI, M. et 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. et 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. et 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. et VOYER, B. (2021). Brand love: Corroborating evidence across four continents. *Journal of Business Research*, 126, pp. 591-604.

PANTOJA, F., BORGES, A., ROSSI, P. et 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. et BORGES, A. (2019). Recycling cooperation and buying status. *European Journal of Marketing*, 53(5), pp. 944-971.

ROSSI, P., PANTOJA, F., BORGES, A. et 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. et 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. et 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. et 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.

Actes d'une conférence

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

Autres activités de recherche

Affiliations

Depuis 2022 Vice-Présidente for Engagement, Academy of Marketing Science, Etats-Unis d'Amérique