

Patricia DA CAMARA ROSSI

Associate Professor

Academy: Innovation

Research center: Marketing Interactions

Campus: Lille

Email: patricia.rossi@skema.edu

Research interests

Decision Making, Sensory Marketing, Sustainable Marketing, Artificial Intelligence

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