



Patricia ROSSI

Ph.D. in Marketing

Assistant Professor, Marketing

p.rossi@ieseg.fr

EDUCATION

2014 Ph.D. in Marketing, Neoma Business School, France

2011 Master, Business Administration, Marketing, Federal University of Rio Grande do Sul, Brazil

RESEARCH INTERESTS

Food Marketing, Grounded Cognition, Information Processing, Sensory Marketing, Sustainable Marketing

EMPLOYMENT EXPERIENCE

PROFESSIONAL:

2018 - Present Vice President for Membership - International, Academy of Marketing Science (AMS)

COURSES TAUGHT

- Customer services and complaint management
- Introduction to marketing
- Marketing management
- Marketing management
- Introduction to marketing
- Market research
- Consumer behavior
- Consumer behavior in a digital world
- Consumer behavior, Grande ecole
- Consumer behavior, Msc in digital marketing and crm
- Introduction to marketing, Grande ecole
- Market research, Grande ecole

- Marketing management, Grande école

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Rossi P., Pantoja F., Borges A., Werle 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., 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., 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(6), pp. 74-79

Costa Pinto D., Herter M., Rossi P., 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

Communications in refereed conferences

International

Rossi P., Pantoja F., Borges A., Yamim A., (2017), *If I Touch I Like It! The Interplay between Tactile Inputs and Gustatory Perceptions* 45th AMS Annual Conference, Coronado, USA

Rossi P., Pantoja F., Yoon S., Kim K., (2017), *The Mind of the Beholder: The Effects of Social Status and Luxury Product Placement in Movies* 45th AMS Annual Conference, Coronado, USA

Rossi P., Pantoja F., Bakpayev M., Yoon S., (2016), *Old, but Gold! How Age Stereotype Affects Evaluation of Second-Hand Products* 2016 AMS Annual Conference, Orlando, USA

Rossi P., Pantoja F., Bakpayev M., Yoon S., (2016), *Old, but Gold! The Role of Aging Stereotypes on Consumers' Purchase Intentions in Second-hand Marketplaces* ACR 2016, Berlin, Germany

Rossi P., Pantoja F., Borges A., Werle C., (2016), *What a Delicious Name!" The Relationship between Embodiment and Food Consumption* 2016 AMS Annual Conference, Orlando, USA

Rossi P., Silveira T., (2016), *What Do You Have in Your Igloo? Exploring Children's Consumption Socialization through the Virtual World of Club Penguin* CTC 2016 Conference – Cultural Contexts, Relations and Practices, Aalborg, Denmark

Rossi P., Fornerino M., Cuny C., (2015), *Does a Spoonful of Sugar-Free Make Food Look Healthier? Healthy Implicit Associations for Sugar-Free and Alternative Products* 2015 AMS Annual Conference, Denver, USA

Rossi P., Herter M., Costa D., Gonçalves D., (2015), *Saving the Planet or Saving the Brand? How Brand Strength Influences Consumers' Perceptions of Brand Sustainability* 2015 AMS World Marketing Congress, Bari, Italy

Rossi P., Pantoja F., Borges A., (2015), *What a Delicious Name!" Biasing Food Perceptions through Embodiment* ACR 2015, New Orleans, USA

Rossi P., Pantoja F., Borges A., Yamim A., (2015), *Shining Bright Like a Diamond? It Might Be Rich, but Only in Calories! A Structured Abstract* 2015 AMS Annual Conference, Denver, USA

Rossi P., Pantoja F., Kim K., Yoon S., (2015), *The Mind of the Beholder: How Luxury Associations Moderate Product-Environment Congruence Effects in Product Placement* Global Fashion Management 2015, Florence, Italy

Pantoja F., Nique W., Borges A., Rossi P., (2014), *Towards a new hierarchy of personal values: activating values in biculturals through language* AMS Annual Conference, Indianapolis, USA

Rossi P., Borges A., Pantoja F., (2014), *This cannot be a Private Label: Effects of Private Labels on Consumer Sensory Evaluation* 2014 AMS Annual Conference, Indianapolis, USA

Rossi P., Gonçalves D., Herter M., Costa D., (2014), *Should Strong Brands Invest in Ecolabels? An Accessibility-Diagnosticity Account of Perceptions of Brand Sustainability* ACR 2014, Baltimore, USA

Rossi P., Pantoja F., Borges A., (2014), *Improving the Effectiveness of Nutritional Labeling: The Role of Color* 2014 AMS Annual Conference, Indianapolis, USA

Rossi P., Herter M., Pinto D., Borges A., (2013), *Are Blondes More Hedonic than Brunettes? Stereotype Effects on Willingness to Pay for Hedonic and Utilitarian Products* 2013 AMS Annual Conference, Monterey, USA

Rossi P., Pinto D., Herter M., Borges A., (2013), *Going Green for Self vs. Others: Gender and Identity Salience Effects on Green Consumption* ACR 2013 , Chicago, USA

Rossi P., Santos C., Borges A., (2013), *Does All Consumer Retaliation Have the Same Reason? The Goals and Emotions Behind Consumer Retaliation* 2013 AMS Annual Conference, Monterey, USA

Refereed proceedings

Published

Rossi P., Pantoja F., Borges A., Yamim A., (2017), *If I Touch I Like It! The Interplay between Tactile Inputs and Gustatory Perceptions*, in: Krey N., Rossi, P.(Eds.) in *Back to the Future: Using Marketing Basics to Provide Customer Value*, Springer, Cham

Rossi P., Pantoja F., Kim K., Yoon S., (2017), *The Mind of the Beholder: Luxury Product Placement and Product-Background Scene Congruency*, in: Krey, N., Rossi, P.(Eds.) in *Back to the Future: Using Marketing Basics to Provide Customer Value*, Springer, Cham, pp. 257-257

Pantoja F., Bakpayev M., Rossi P., Yoon S., (2016), *Old, But Gold! the Role of Aging Stereotypes on Consumers' Purchase Intentions in Second-Hand Marketplaces*, in: Page Moreau and Stefano Puntoni(Eds.) in *NA - Advances in Consumer Research Volume 44*, Association for Consumer Research, Duluth, pp. 580-581

Rossi P., Pantoja F., Bakpayev M., Sukki Y., (2016), *Old, but Gold! How Age Stereotype Affects Evaluation of Second-Hand Products*, in: Maximilian Stieler(Eds.) in *Creating Marketing Magic and Innovative Future Marketing Trends*, Springer International Publishing AG

Rossi P., Pantoja F., Borges A., Werle C., (2016), *What a Delicious Name! The Relationship between Embodiment and Food Consumption*, in: Maximilian Stieler(Eds.) in *Creating Marketing Magic and Innovative Future Marketing Trends*, Springer International Publishing AG

Forthcoming

Rossi P., Yamin A., Jochims B., (2018), *All by Myself! The Sustainable Liability and the Responsible Fashion*, in: Nina Krey and Patricia Rossi(Eds.) in *Boundary Blurred: A Seamless Customer Experience in Virtual and Real Spaces. Proceedings of the 2018 Academy of Marketing Science (AMS) Annual Conference*, Springer International Publishing

Spielmann N., Rossi P., (2018), *A Glass Wide Open: How Glass Rim Width Influences Extraversion and Happiness*, in: Nina Krey and Patricia Rossi(Eds.) in *Boundary Blurred: A Seamless Customer Experience in Virtual and Real Spaces. Proceedings of the 2018 Academy of Marketing Science (AMS) Annual Conference*, Springer International Publishing

Non-refereed proceedings

Published

Pantoja F., Nique W., Adilson B., Rossi P., (2016), *Towards a New Hierarchy of Personal Values: Activating Values in Biculturals Through Language* , in: M. W. Obal, N. Krey, C. Bushardt(Eds.) in *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era*, Springer, Dordrecht, pp. 485

Pantoja F., Rossi P., Borges A., (2016), *Improving the Effectiveness of Nutritional Labeling: The Role of Color* , in: M. W. Obal, N. Krey, C. Bushardt(Eds.) in *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era*, Springer, Dordrecht, pp. 497

Rossi P., Borges A., Pantoja F., (2016), *This Cannot Be a Private Label: Effects of Private Labels on Consumer Sensory Evaluation*, in: Michael W. Obal; Nina Krey; Christian Bushardt (Eds.) in *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era*, Springer, Dordrecht, pp. 499

Books

Published

Krey N., Rossi P., (2018), *Back to the Future: Using Marketing Basics to Provide Customer Value. Proceedings of the 2017 Academy of Marketing Science (AMS) Annual Conference*, 978-3-319-66022-6, Springer International Publishing

Rossi P., Krey N., (2018), *Marketing Transformation: Marketing Practice in an Ever Changing World. Proceedings of the 2017 Academy of Marketing Science (AMS) World Marketing Congress (WMC)*, 978-3-319-68749-0, Springer International Publishing

Rossi P., (2017), *Marketing at the Confluence between Entertainment and Analytics. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 978-3-319-47330-7, Springer, Cham

Forthcoming

Rossi P., Krey N., (2019), *Boundary Blurred: A Seamless Customer Experience in Virtual and Real Spaces. Proceedings of the 2018 Academy of Marketing Science (AMS) Annual Conference*, waiting number, Springer International Publishing

Rossi P., Krey N., (2019), *Finding New Ways to Engage and Satisfy Global Customers. Proceedings of 2018 Academy of Marketing Science (AMS) World Marketing Congress (WMC)*, waiting ISBN number, Springer International Publishing

PROFESSIONAL MEMBERSHIPS

Academy of Marketing Science

Association for Consumer Research

EDITORIAL ACTIVITY

Editor in a special issue of a peer reviewed journal

2016 AMS World Marketing Congress Proceedings

2017 AMS World Marketing Congress Proceedings

2018 AMS World Marketing Congress Proceedings

2017 AMS Annual Conference Proceedings

2018 AMS Annual Conference Proceedings

Member of the editorial board of an academic journal

Journal of Consumer Marketing

Reviewer in an academic journal

International Review of Retail, Distribution and Consumer Research

International Journal of E-Business Research

Journal of the Association for Consumer Research

Journal of Consumer Marketing

Journal Psychological Research

Cognition and Emotion

Journal of Business Research

PROFESSIONAL SERVICE

Associate Editor in an academic conference

2016 AMS World Marketing Congress

2017 Academy of Marketing Science Annual Conference

2017 AMS World Marketing Congress

Reviewer - Grant proposal related to expertise

Research Foundation Flanders – FWO

Reviewer for an academic conference

Academy of Marketing Science

Association for Consumer Research

INSTITUTIONAL SERVICE

Course Coordinator

Course Coordinator Consumer Behavior/ Master Digital Marketing and CRM, IÉSEG School of Management, France

Course Coordinator Introduction to Marketing, IÉSEG School of Management, France

Member of a recruitment jury (orals)

Member of recruitment jury, IÉSEG School of Management, France

Participation in recruitment of professors

Recruitment Interview Goedele Krekels , IÉSEG School of Management, France

Recruitment Interview Thomas Leclercq, IÉSEG School of Management, France

Recruitment Interview Laetitia Lambillotte, IÉSEG School of Management, France