

Cristiana Firullo

📍 Sunnyvale, CA ✉ cf528@cornell.edu 🌐 cristianafirullo.com

Education

Cornell University , Ithaca, NY	2023 – Present
<i>PhD in Information Science, Minor: Economics</i>	
◦ Committee members: Cristobal Cheyre, Alessandro Acquisti, Ted O'Donoghue, Allison Koenecke	
Stanford University , Palo Alto, CA	2024 – Present
<i>IvyPlus Scholar, Department of Economics</i>	
◦ Fields: Industrial Organization; Behavioral and Experimental Economics	
Bocconi University , Milan, Italy	2018 – 2021
<i>MSc in Economics</i>	
◦ Advisors: Francesco Decarolis, Nicola Gennaioli	
◦ Visiting: UCLouvain, Belgium (Department of Economics)	
Bocconi University , Milan, Italy	2015 – 2018
<i>BSc in Economics</i>	
◦ Visiting: Dartmouth College, NH (Department of Economics)	

Working Papers

Beyond Search: LLMs Adoption and Web Traffic Concentration	
with Samira Gholami, Cristobal Cheyre, and Alessandro Acquisti	
<i>Working paper. Best Student Paper Award, Workshop in Information Systems and Economics (WISE), 2025.</i>	
An Experimental Infrastructure for Ecologically Valid Studies of Online Advertising, Tracking, and Targeting	
with Cristobal Cheyre, Li Jiang, Florian Schaub, Zhiwei Ding, Yifan Li, and Alessandro Acquisti	
<i>Journal of Marketing Research (Revise & Resubmit), 2025.</i>	
Advertising and the Cost of Search	
with Cristobal Cheyre and Alessandro Acquisti	
<i>Work in progress.</i>	
The Cursed Equilibrium of Algorithmic Traumatization	
<i>Work in progress.</i>	

Research Experience

The Internet Behavior Experiment	Aug 2023 – Present
<i>CMU, Cornell, MIT Sloan</i>	
◦ PIs: Alessandro Acquisti, Cristobal Cheyre	
◦ Internet Behavior Research Project (large-scale online field experiment)	
Unlocking Growth – Economic effects of GDPR	May 2025 – Present
<i>PI, with Professor Francesco Decarolis (Bocconi University)</i>	
◦ Study supported by Amazon to study economic effects of GDPR in Europe	
Bocconi University, Dept. of Economics , Milan, Italy	2020 – 2021
<i>Advisors: Francesco Decarolis, Nicola Gennaioli</i>	
◦ Master's Thesis: "Shaping Preferences by Building Memories"	
◦ Field: Behavioral Industrial Organization	
IGIER, Bocconi University , Milan, Italy	2020 – 2021
<i>Advisor: Francesco Decarolis</i>	
◦ Focus: Empirical IO — procurement auctions, ad-tech markets	
Bocconi University, Dept. of Decision Sciences , Milan, Italy	2019 – 2020
<i>Advisors: Marco Bonetti, Emanuele Borgonovo</i>	
◦ Fields: Statistical Decision Theory, Empirical IO	

Bocconi University, Dept. of Economics, Milan, Italy

2018

Advisor: Daniela Grieco

- Undergraduate Thesis: “Herd Behavior, Informational Cascades and Crime”
- Fields: Behavioral Economics, Economics of Crime

Professional Experience

Oxera Consulting LLP, Oxford, UK

2021 – 2023

Economic Analyst

- Antitrust, competition, privacy litigation
- Sectors: Digital, Electronic Payments, Transportation

Compass Lexecon, London, UK

Summer 2019

Intern, Competition Economics

- Cartels, abuse of dominance, damages assessment
- Sectors: Telecommunication, Transport

Eurizon Capital S.p.A., Milan, Italy

Summer 2017

Intern, Economic Research

- Macroeconomic Forecasting, Portfolio Optimization

Awards & Fellowships

- Amazon, *Research Grant*: ‘Unlocking growth’ to study economic effects of GDPR in EU countries (2025)
- Institute of Humane Studies, George Mason University, *Research Grant* (2025)
- IvyPlus Scholarship, Cornell & Stanford University (2024 – 2025)
- Graduate Scholarship, Bocconi University (2019 – 2020)
- Undergraduate Scholarship, Dartmouth College (2017)

Conferences & Workshops

- Digital Competition Conference 2026, *Knight-Georgetown Institute*, Washington DC, February 2025.
- Workshop in Information Systems and Economics (WISE) 2025, Nashville, Tennessee
- EDAA Summit, Brussels (October, 2025)
- PlatStraat, Questrom School of Business at Boston University (July 2025)
- Statistical Challenges in Economic Commerce (SCECR) 2025, Paphos (Cyprus)
- Bay Area Behavioral and Experimental Economics Workshop (BABEEW) 2025 – San Jose State University
- Online Trust and Safety Conference, 2024, Stanford University

Skills

Programming

Python (NumPy, Pandas, Sklearn, PyTorch), Stata, EViews

Econometrics/ML

GMM, IV, Logit/Probit, Bayesian Models, Recommender Systems, A/B Testing

Data Handling

SQL, Web Scraping, APIs, Excel (Advanced), LaTeX

Project Management

Jira, GitHub

Languages

Italian (native), English (fluent), Spanish (medium)