

Cristiana Firullo

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References

Cristobal Cheyre

Assistant Professor, Information Science
Cornell University
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Alessandro Acquisti

Professor of Information Technology
MIT Sloan School of Management
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Francesco Decarolis

Professor of Economics
Bocconi University
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Douglas Bernheim

Edward Ames Edmonds Professor of Economics
Stanford University
bernheim@stanford.edu

Education

Cornell University, Ithaca, NY

PhD in Information Science, Minor: Economics

2023 – Present

◦ Committee members:

- Cristobal Cheyre (Cornell, Information Science)
- Alessandro Acquisti (MIT Sloan, Information Technology)
- Douglas Bernheim (Stanford, Economics)
- Ted O'Donoghue (Cornell, Economics)
- Allison Koenecke (Cornell, Information Science)

Stanford University, Palo Alto, CA

IvyPlus Scholar, Department of Economics

2024 – Present

- Fields: Industrial Organization; Behavioral and Experimental Economics

Bocconi University, Milan, Italy

MSc in Economics

2018 – 2021

- Advisors: Francesco Decarolis, Nicola Gennaioli

- Visiting: UCLouvain, Belgium (Department of Economics)

Bocconi University, Milan, Italy

BSc in Economics

2015 – 2018

- Visiting: Dartmouth College, NH (Department of Economics)

Research Working Papers

Beyond Search: LLMs Adoption and Web Traffic Concentration

with Samira Gholami, Cristobal Cheyre, and Alessandro Acquisti

Working paper. Best Student Paper Award, Workshop in Information Systems and Economics (WISE), 2025.

Advertising and the Cost of Search: Evidence from an Online Field Experiment

with Cristobal Cheyre and Alessandro Acquisti

Work in progress. Accepted, ISMS Marketing Science Conference 2026.

An Experimental Infrastructure for Ecologically Valid Studies of Online Advertising, Tracking, and Targeting

with Cristobal Cheyre, Li Jiang, Florian Schaub, Zijun Ding, Yucheng Li, and Alessandro Acquisti

Journal of Marketing Research (Revise & Resubmit), 2025.

Cursed by the Algorithm: Cue-Triggered Consumption and Platform Recommendation

Work in progress.

Policy Work

Unlocking growth: exploring the economic impact of GDPR for tomorrow's Europe

with Francesco Decarolis, Bocconi University

The Future of Data Protection Law in the Age of AI

with Marco Bassini, Tilburg University and CERRE

Research Experience

The Internet Behavior Experiment

Aug 2023 – Present

CMU, Cornell, MIT Sloan

- PIs: Alessandro Acquisti, Cristobal Cheyre
- Internet Behavior Research Project (large-scale online field experiment)

Unlocking Growth – Economic effects of GDPR

May 2025 – Present

PI, with Professor Francesco Decarolis (Bocconi University)

- Study supported by Amazon to study economic effects of GDPR in Europe

Bocconi University, Dept. of Economics, Milan, Italy

2020 – 2021

Advisors: Francesco Decarolis, Nicola Gennaioli

- Master's Thesis: "Shaping Preferences by Building Memories"
- Field: Behavioral Industrial Organization

IGIER, Bocconi University, Milan, Italy

2020 – 2021

Advisor: Francesco Decarolis

- Focus: Empirical IO — procurement auctions, ad-tech markets

Bocconi University, Dept. of Decision Sciences, Milan, Italy

2019 – 2020

Advisors: Marco Bonetti, Emanuele Borgonovo

- Fields: Statistical Decision Theory, Risk Theory

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 Platforms, Privacy, Electronic Payments, Transport

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

- LinkedIn, *PhD Fellowship* for the AY 2026/2027
- 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

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

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 (intermediate)