

Cristiana Firullo

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Education

- Cornell University**, Ithaca, NY 2023 – Present
PhD in Information Science, Minor: Economics
◦ 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 2024 – Present
IvyPlus Scholar, Department of Economics
◦ Fields: Industrial Organization; Behavioral and Experimental Economics
- Bocconi University**, Milan, Italy 2018 – 2021
MSc in Economics
◦ Advisors: Francesco Decarolis, Nicola Gennaioli
◦ Visiting: UCLouvain, Belgium (Department of Economics)
- Bocconi University**, Milan, Italy 2015 – 2018
BSc in Economics
◦ 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
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.

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, 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

- ISMS Marketing Science Conference 2026, Carcavelos, Portugal (June 2026) – *accepted*
- Digital Competition Conference 2026, *Knight-Georgetown Institute*, Washington DC, February 2026
- 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 (intermediate)

References

Cristobal Cheyre

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Bocconi University
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Alessandro Acquisti

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MIT Sloan School of Management
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Douglas Bernheim

Edward Ames Edmonds Professor of Economics
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