CONTACT INFORMATION

Cornell Tech
Emma and Georgina Bloomberg Center
2 West Loop Road
New York, NY 10044

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EMPLOYMENT

Cornell Tech and the SC Johnson School of Management, Cornell University

❑ Assistant Professor of Marketing, July 2020 – present (on leave Fall 2025)

EDUCATION

New York University, Stern School of Business, 2014–2020

❑ Ph.D. in Economics (Advisor: Luís Cabral)

UC Berkeley, Haas School of Business, Spring 2014

❑ Visiting Scholar

Bocconi University, 2011–2013

❑ M.Sc., Economic and Social Sciences

University of Milan, 2008–2011

❑ B.Sc., Mathematics

PUBLICATIONS

Privacy and Polarization: An Inference-Based Framework (with Omid Rafieian and Yunfei (Jesse) Yao)

- ***Management Science, 2025***
- Extended Abstract in *EC '24 (2024 ACM Conference on Economics and Computation)*

***Alone, Together*: A Model of Social (Mis)Learning from Consumer Reviews**

- ***Marketing Science, 2025***
- Extended Abstract in *EC '23 (2023 ACM Conference on Economics and Computation)*

When (Not) To Talk Politics in Business: Experimental Evidence
(with Vanessa Burbano and Fabrizio Dell'Acqua)

- ***Strategic Management Journal, 2025***

***The Good, The Bad And The Picky*: Consumer Heterogeneity and the Reversal of Product Ratings** (with Michelangelo Rossi and Ryan Louis Stevens)

- ***Management Science, 2024***
- Extended Abstract in *EC '23 (2023 ACM Conference on Economics and Computation)*

WORKING PAPERS	**Skill Atrophy and AI Productivity Measurement** (with Gentry Johnson)
	Defensive Specialization: Evidence from Mexico's Retail Sector (with Luís Cabral, Shreya Kankanhalli and Miguel Angel Talamas-Marcos)
	Reviews as Matchmakers: Dynamic Learning of Product Fit
	***Snobs and Conformists*: Platform Design and Product Lifecycles**
	Local Bias in Global Platforms: Evidence from a Cross-Market Merger (with Sai Chand Chintala, Jūra Liaukonytė and Dominykas Šeputis)
	Complexity and Range Effects (with Daniel Csába, Evan Friedman and Salvatore Nunnari)
	Online Reviews: Information Content, Drivers, and Platform Design (with Michelangelo Rossi)
WORK IN PROGRESS	**Subsidizing Cool: Strategic Compensation of Trendsetters in Two-Sided Markets**

TEACHING EXPERIENCE	Spring 2026	**Seminar in Quantitative Methods** (Cornell Johnson, PhD)
	2021 – present	**Digital Marketing** (Cornell Johnson, Two-Year MBA)
	2020 – present	**Digital Marketing** (Cornell Tech, One-Year MBA)
	2022, 2023	**Marketing Management** (Cornell Weill, EMBA/MS)
	2022	**Digital Business Leadership Program** (eCornell)

HONORS AND AWARDS	2022 – present, **Teaching Honor Roll, Johnson School of Management**
	2025, **ISMS Early Career Scholars Camp** (postponed to 2026)
	2025, **Cornell Tech Students' Choice Award**
	2020 – 2024, **Demir Sabanci Faculty Fellowship in Marketing and Management**
	2023, **NET Institute Grant (joint with Omid Rafieian)**
	2023, **Research Affiliate, CESifo**
	2021, **Affiliated Faculty, Digital Life Initiative**
	2017, **Russell Sage Foundation Small Grant in Behavioral Economics**
	2013, **Marco Fanno Scholarship**, awarded by the Unicredit and Universities Foundation "to the two best graduates in Economics from an Italian university"
	2011 – 2013, **Bocconi Graduate Merit Award**
	2007 & 2008, **Bronze and Silver Medals, Italian Math Olympiads**

INVITED SEMINARS AND CONFERENCES	**2026**: Temple Fox, Northwestern Kellogg, Workshop on Platform Analytics (UCSD; discussant), Marketing Science (Nova SBE, Lisbon), UIUC Gies, 13th Triennial Invitational Choice Symposium (Vail, Colorado), INSEAD

2025: Federal Trade Commission, ESADE, Markets and Waves (Nova SBE), University of Nevada Las Vegas

2024: Chicago Booth, European Summer Meeting of the Econometric Society (Rotterdam), Workshop on Platform Analytics (USCD; discussant), ESIF Conference on Economics and AI+ML (Cornell), EC '24 (Yale), SICS (Berkeley), Temple Fox, Theory + Practice in Marketing (UT Austin), Bass FORMS Conference (UT Dallas), CESifo Area Conference on Behavioral Economics, SETS (Cornell Tech), EARIE (Amsterdam)

2023: ESMT Berlin, Bocconi, Cambridge Judge, Marketing Science (Miami), EC '23 (King's College London), ICCSS (Copenhagen), Digital Economics Conference (Alghero), North American Summer Econometric Society (UCLA), TOM (Harvard), Paris Digital Economics, Bass FORMS Conference (UT Dallas; discussant)

2022: CESifo (Munich), European Winter Meeting of the Econometric Society (Berlin), European Summer Meeting of the Econometric Society (Milan), Marketing Science, SICS (Berkeley), Paris Digital Economics, ZEW ICT (Manheim), Bass FORMS Conference (UT Dallas), Digital Economics (Toulouse)

2018 − 2021: NYU Stern, Toulouse School of Economics, Marketing Science, Cornell Tech, Cornell Johnson, Wisconsin, Columbia GSB, Harvard Business School, UCL, Bocconi, Dartmouth Tuck, UT Dallas, CU Boulder, Georgetown, Marketing Science (Rome), Bass FORMS Conference (UT Dallas), NET Institute (NYU Stern; discussant), Trans Atlantic Doctoral Conference (LBS)

PROFESSIONAL SERVICE	**Scientific Committee, Workshop on Platform Analytics, 2024 & 2025**, UCSD

Program Committee, ACM Conference on Economics and Computation, 2024 − present

REFEREE SERVICE	**Proceedings of the National Academy of Sciences, Management Science, Marketing Science, Journal of Marketing Research, Quantitative Marketing and Economics, Journal of Public Economics, Strategic Management Journal, Marketing Letters, Journal of Economic Behavior and Organization, Production and Operations Management, Journal of Economics and Management Strategy, Manufacturing & Service Operations Management, Review of Industrial Organization**

SELECTED MEDIA COVERAGE	**New York Times, Fortune, Harvard Business Review, Der Spiegel, Associated Press, Game Changer Podcast**