

Giulia Maimone

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ACADEMIC POSITIONS

- UCLA Anderson School of Management** Sept. 2023 – present
Postdoctoral Scholar (Behavioral Decision-Making group)
- UCSD Psychology Department** Jan. – Aug. 2023
Postdoctoral Scholar (with Prof. Craig McKenzie)

EDUCATION

- UCSD Rady School of Management** 2017 – 2022
Ph.D. in Marketing
- Bocconi University** 2013 – 2015
M.S. in Management and Economics for Art, Culture, Media, and Entertainment
Summa cum laude
- Bocconi University** 2010 – 2013
B.S. in Economics and Management for Art, Culture, and Communication

RESEARCH INTERESTS

Attributions, Transgressions and Moral Judgments, Moral and Political Polarization, Belief Formation and Updating, Metascience, Consumer Behavior

WORKING PAPERS AND MANUSCRIPTS UNDER REVIEW

- Maimone, Giulia**, Gil Appel, Craig McKenzie, & Ayelet Gneezy, "Citation Penalties Following Sexual Misconduct versus Scientific Fraud Allegations"
- Maimone, Giulia**, Joachim Vosgerau, & Ayelet Gneezy, "Not All Attributions Are Self-Serving: A Preference for Agency Over Negative Outcomes"
- Maimone, Giulia**, Uma Karmarkar, & On Amir, "'Don't Forget Them' or 'Don't Overlook Them'? How Word Reversibility Impacts Message Efficacy"
- Maimone, Giulia** & Craig McKenzie, "Whoever is Not With Me is Against Me: Moderates as Out-Groups"

SELECTED RESEARCH IN PROGRESS

- Maimone, Giulia**, & Craig McKenzie, "Behavioral Consequences of the 'Moderates as Out-groups' Effect"
- Maimone, Giulia**, & Craig McKenzie, "Opposing Partisans and Systematic Differences in Judgment"
- Maimone, Giulia**, & Stephen Spiller, "Why is it so Hard to 'Unlearn' Information?"
- Maimone Giulia**, Joachim Vosgerau, & Ayelet Gneezy, "Disentangling Preference for Agency and Self-Determination"
- Maimone, Giulia**, Joseph Siev, & Eugene Caruso, "Consumer Response to Sociopolitical Activism by Entertainers"
- Maimone, Giulia**, Gil Appel, Tom Meyvis, & Ayelet Gneezy, "Separating the Art from the Artist? The Impact of Sexual Scandals on Consumption"

HONORS AND AWARDS

AMA-Sheth Doctoral Consortium fellow	2022
ACR Shark Tank Research Competition Winner – JDM track	2018
UC San Diego Doctoral Fellowship	2017-2022
HEC Lausanne – 6 months Master Exchange Program fellow	2015
Bocconi FAST Business Game winner	2014
Bocconi Talent Program fellow	2010

INVITED TALKS

Bocconi University (Marketing Seminar)	2023
UCSD Psychology Department (Cognitive Brownbag series)	2022, 2023, 2024
The Technology, Race and Prejudice (T.R.A.P.) Lab	2022

CONFERENCE PRESENTATIONS

Organized Symposia

- “Consumer Perceptions of Different Political Actors,” (2024), *ACR annual conference*, Paris, France
- “Causal Attributions in Consumer Behavior,” (2023), *ACR annual conference*, Seattle, WA
- “Control Over Negative Outcomes,” (2021), *ACR annual conference*, virtual
- “Message Characteristics and Their Downstream Consequences on Judgment,” (2021), *ACR annual conference*, virtual

Paper Presentations (* presenter)

- ***Maimone, Giulia**, & Craig R.M. McKenzie (2024), “Whoever is Not With Me is Against Me: Moderates as Out-Groups,” *ACR annual conference*, Paris, France
- ***Maimone, Giulia**, Gil Appel, Craig R.M. McKenzie, & Ayelet Gneezy (2024), “Citation Penalties Following Sexual Misconduct versus Scientific Fraud Allegations,” *Reputation Symposium*, Oxford, UK
- ***Maimone, Giulia**, & Craig R.M. McKenzie (2024), “Whoever is Not With Me is Against Me: Moderates as Out-Groups,” *California School Conference annual conference*, San Diego, CA
- ***Maimone, Giulia**, Joachim Vosgerau, & Ayelet Gneezy (2023), “Not All Attributions Are Self-Serving: A Preference for Agency Over Negative Outcomes,” *ACR annual conference*, Seattle, WA
- ***Maimone, Giulia**, Joachim Vosgerau, & Ayelet Gneezy (2023), “Not All Attributions Are Self-Serving: A Preference for Agency Over Negative Outcomes,” *SPUDM biannual conference*, Vienna, Austria
- ***Maimone, Giulia**, Gil Appel, Craig R.M. McKenzie, & Ayelet Gneezy (2023), “Citation Penalties Following Sexual Misconduct versus Scientific Fraud Allegations,” *SPUDM biannual conference*, Vienna, Austria
- Maimone, Giulia**, Uma R. Karmarkar, & On Amir (2023), ““Don’t Forget Them” or “Don’t Overlook Them”? How the Non-Reversibility of a Word Improves Message Efficacy,” *EACR conference*, Amsterdam, The Netherlands
- ***Maimone, Giulia**, Joachim Vosgerau, & Ayelet Gneezy (2023), “Not All Attributions Are Self-Serving: A Preference for Agency Over Negative Outcomes,” *California School Conference annual conference*, Berkeley, CA

- ***Maimone, Giulia**, Gil Appel, Craig R.M. McKenzie, & Ayelet Gneezy (2022), "Sexual Misconduct, Scientific Fraud, and Citation Penalties," *SJDM* annual conference, San Diego, CA
- ***Maimone, Giulia**, Gil Appel, Craig R.M. McKenzie, & Ayelet Gneezy (2022), "Sexual Misconduct, Scientific Fraud, and Citation Penalties," *ACR* annual conference, Denver, CO
- ***Maimone, Giulia**, Uma R. Karmarkar, & On Amir (2022), "How Word Polarity Affects Listeners' Judgment Confidence and Attitudes," *SCP* annual conference, virtual
- ***Maimone, Giulia**, Uma R. Karmarkar, & On Amir (2021), "The Impact of Linguistic Structure on Judgment Confidence and Source Attitudes," *ACR* annual conference, virtual
- ***Maimone, Giulia**, Joachim Vosgerau, & Ayelet Gneezy (2021), "I'd Rather Die by My Own Hand," *ACR* annual conference, virtual

Poster Presentations (* presenter)

- ***Maimone, Giulia**, Gil Appel, Craig R.M. McKenzie, & Ayelet Gneezy (2024), "Citation Penalties Following Sexual Misconduct versus Scientific Fraud Allegations," *SPSP Moral Psychology* pre-conference, San Diego, CA
- ***Maimone, Giulia**, Joachim Vosgerau, & Ayelet Gneezy (2024), "I'd Rather Die by My Own Hand: When and Why Self-Serving Attributions Reverse," *SPSP Self and Identity* pre-conference, San Diego, CA
- Maimone, Giulia**, Gil Appel, Craig R.M. McKenzie, & Ayelet Gneezy (2023), "Citation Penalties Following Sexual Misconduct versus Scientific Fraud Allegations," *EACR* conference, Amsterdam, The Netherlands
- Maimone, Giulia**, Joachim Vosgerau, & Ayelet Gneezy (2023), "I'd Rather Die by My Own Hand: When and Why Self-Serving Attributions Reverse," *SCP* annual conference, San Juan, Puerto Rico
- ***Maimone, Giulia**, Joachim Vosgerau, & Ayelet Gneezy (2022), "I'd Rather Die by My Own Hand: When and Why Self-Serving Attributions Reverse," *SJDM* annual conference, San Diego, CA
- ***Maimone, Giulia**, Uma R. Karmarkar, & On Amir (2019), "How Word Polarity Affects Listeners' Judgment Confidence and Attitudes," *SJDM* annual conference, Montréal, Canada

TEACHING EXPERIENCE

Guest Lectures

California State Long Beach, College of Business

- MKTG490 – Consumer Behavior (*Prof. M. Alberhasky*) 2024
- MKTG300 – Principles of Marketing (*Prof. M. Alberhasky*) 2024

UCSD School of Global Policy & Strategy

- GPPS443 – National Security and Decision Making (*VADM R. L. Thomas*) 2020, 2021, 2022, 2023
- GPPS442 – Foundations of Strategic Studies (*VADM R. L. Thomas*) 2020, 2021, 2022, 2023

Graduate Teaching Assistant

UCSD Rady School of Management

- MGT407 – Marketing Full-time MBA (*Prof. U. R. Karmarkar*) 2020, 2021, 2022
- MGT103 – Marketing Undergraduate (*Dr. K. Bates*) 2019
- MGT422 – Creativity and Innovation (*Prof. C. R. M. McKenzie*) 2020
- MGT429 – Leadership in a Crisis (*B. L. Sadler*) 2020
- MGTA402 – Data Driven Communications (*A. B. Meyer*) 2021
- MGT167 – Social Entrepreneurship (*J. Klaas*) 2022
- MGT109 – Social Media Marketing (*Dr. C. Campbell*) 2022

UCSD School of Global Policy & Strategy

- GPIM420 – Marketing Core (*Prof. U. R. Karmarkar*) 2021
- GPPS443 – National Security and Decision Making (*VADM R. L. Thomas*) 2020, 2021
- GPPS442 – Foundations of Strategic Studies (*VADM R. L. Thomas*) 2020, 2021, 2022
- GPPS444 – History of Warfare (*VADM R. L. Thomas*) 2020

OTHER ACADEMIC EXPERIENCES

UCSD Rady School of Management 2017-2019

Lab Manager of the Rady Incentives Laboratory

Bocconi University 2016-2017

Research Assistant for Professor Joachim Vosgerau

Bocconi University 2016-2017

Lab Manager of the Bocconi Experimental Laboratory for the Social Sciences (BELSS)

PROFESSIONAL EXPERIENCES

Ravensburger (Italy & Spain), Assago, Italy 2016

Trade Marketing Specialist

Visionando srl, Milan, Italy 2014-2015

Business Analyst

SERVICE AND AFFILIATIONS

Ad Hoc Journal Reviewer

- Journal of Personality and Social Psychology
- Frontiers in Marketing Science

Conferences Reviewer

- ACR annual conference (2020-present)
- SCP annual conference (2019-present)
- EMAC annual conference (2022-present)
- EACR annual conference (2023-present)
- SPUDM annual conference (2023-present)

Professional Affiliations

- Society for Judgment and Decision Making (SJDM)
- European Association for Decision Making (EADM)
- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)

REFERENCES

Ayelet Gneezy

Professor of Behavioral Sciences and Marketing

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Craig R.M. McKenzie

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