

# Giulia Maimone

[giulia.maimone@anderson.ucla.edu](mailto:giulia.maimone@anderson.ucla.edu)

## ACADEMIC POSITIONS

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**UCLA Anderson School of Management** 2023 – present  
Postdoctoral Scholar (Behavioral Decision-Making group)

## EDUCATION

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**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

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The Psychology of Moral and Political Polarization, Transgressions and Moral Judgments, Causal Attributions, Information Encoding and Belief Formation, Consumer Behavior

## WORKING PAPERS AND MANUSCRIPTS UNDER REVIEW

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Maimone, Giulia, Gil Appel, Craig R. M. McKenzie, & Ayelet Gneezy, "Citation Penalties Following Sexual versus Scientific Misconduct Allegations," *invited for third-round review (minor revision)*

Maimone, Giulia, Joachim Vosgerau, & Ayelet Gneezy, "Not All Attributions Are Self-Serving: Reconciling the Preferences for Assuming and Conceding Agency over Negative Outcomes," *under review*

Maimone, Giulia, Uma R. Karmarkar, & On Amir, "How Word Reversibility Impacts Message Efficacy," *under review*

Maimone, Giulia, & Craig R. M. McKenzie, "Whoever is Not With Me is Against Me: The 'Moderate as Out-Group' Effect," *in preparation*

Maimone, Giulia, & Stephen A. Spiller, "Why is it so Hard to 'Unlearn' Information?," *in preparation*

## SELECTED RESEARCH IN PROGRESS (\* equal authorship)

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Maimone, Giulia, & Craig R. M. McKenzie, "Behavioral Consequences of the 'Moderate as Out-group' Effect"

Maimone, Giulia, & Craig R. M. McKenzie, "Opposing Partisans and Systematic Differences in Judgment"

Maimone, Giulia, Joseph J. Siev, & Eugene M. Caruso, "Consumer Response to Sociopolitical Activism by Entertainers"

Maimone, Giulia, Gil Appel, Tom Meyvis, & Ayelet Gneezy, "Separate the Art from the Artist? The Effect of Sexual Scandals on Hedonic Consumption"

## HONORS AND AWARDS

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AMA-Sheth Doctoral Consortium fellow 2022

ACR Shark Tank Research Competition winner – 'Judgment and Decision-Making' 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

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Oxford University (Reputation Symposium)	2024
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

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### Organized Symposia

- “Consumer Perceptions of Different Political Actors,” (2024, September), 55<sup>th</sup> annual conference of the *Association for Consumer Research (ACR)*, Paris, France
- “Causal Attributions in Consumer Behavior,” (2023, September), 54<sup>th</sup> annual conference of the *Association for Consumer Research (ACR)*, Seattle, WA
- “Control Over Negative Outcomes,” (2021, September), 52<sup>nd</sup> annual conference of the *Association for Consumer Research (ACR)*, virtual
- “Message Characteristics and Their Downstream Consequences on Judgment,” (2021, September), 52<sup>nd</sup> annual conference of the *Association for Consumer Research (ACR)*, virtual

### Talks (\* presenter)

- \*Maimone, Giulia, Gil Appel, Craig R. M. McKenzie, & Ayelet Gneezy (2025, February), “Citation Penalties Following Sexual versus Scientific Misconduct Allegations,” annual conference of the *Society for Consumer Psychology (SCP)*, Las Vegas, NV
- \*Maimone, Giulia, Joachim Vosgerau, & Ayelet Gneezy (2025, February), “Not All Attributions Are Self-Serving: A Preference for Agency Over Negative Outcomes,” annual conference of the *Society for Consumer Psychology (SCP)*, Las Vegas, NV
- \*Maimone, Giulia, & Craig R. M. McKenzie (2024, October), “Whoever is Not With Me is Against Me: The ‘Moderate as Out-Group’ Effect,” annual conference of the Norms and Behavioral Change (NoBeC) Center at University of Pennsylvania, Philadelphia, PA
- \*Maimone, Giulia, & Craig R. M. McKenzie (2024, September), “Whoever is Not With Me is Against Me: Moderates as Out-Groups,” 55<sup>th</sup> annual conference of the *Association for Consumer Research (ACR)*, Paris, France
- \*Maimone, Giulia, Gil Appel, Craig R. M. McKenzie, & Ayelet Gneezy (2024, August), “Citation Penalties Following Sexual versus Scientific Misconduct Allegations,” 7<sup>th</sup> annual conference of the *Reputation Symposium* at Oxford University, Oxford, UK
- \*Maimone, Giulia, & Craig R. M. McKenzie (2024, April), “Whoever is Not With Me is Against Me: Moderates as Out-Groups,” 3<sup>rd</sup> annual *California School Conference*, San Diego, CA
- \*Maimone, Giulia, Joachim Vosgerau, & Ayelet Gneezy (2023, September), “Not All Attributions Are Self-Serving: A Preference for Agency Over Negative Outcomes,” 54<sup>th</sup> annual conference of the *Association for Consumer Research (ACR)*, Seattle, WA
- \*Maimone, Giulia, Joachim Vosgerau, & Ayelet Gneezy (2023, August), “Not All Attributions Are Self-Serving: A Preference for Agency Over Negative Outcomes,” 29<sup>th</sup> biannual conference on *Subjective Probability, Utility, and Decision Making (SPUDM)*, Vienna, Austria
- \*Maimone, Giulia, Gil Appel, Craig R. M. McKenzie, & Ayelet Gneezy (2023, August), “Citation Penalties Following Sexual Misconduct versus Scientific Fraud Allegations,” 29<sup>th</sup> biannual conference on *Subjective Probability, Utility, and Decision Making (SPUDM)*, Vienna, Austria

- Maimone, Giulia, Uma R. Karmarkar, & On Amir (2023, July), ““Don’t Forget Them” or “Don’t Overlook Them”? How the Non-Reversibility of a Word Improves Message Efficacy,” *European Association for Consumer Research (EACR)* conference, Amsterdam, The Netherlands
- \*Maimone, Giulia, Joachim Vosgerau, & Ayelet Gneezy (2023, April), “Not All Attributions Are Self-Serving: A Preference for Agency Over Negative Outcomes,” 2<sup>nd</sup> annual *California School Conference*, Berkeley, CA
- \*Maimone, Giulia, Gil Appel, Craig R. M. McKenzie, & Ayelet Gneezy (2022, November), “Sexual Misconduct, Scientific Fraud, and Citation Penalties,” 43<sup>rd</sup> annual conference of the *Society for Judgment and Decision Making (SJDM)*, San Diego, CA
- \*Maimone, Giulia, Gil Appel, Craig R. M. McKenzie, & Ayelet Gneezy (2022, September), “Sexual Misconduct, Scientific Fraud, and Citation Penalties,” 53<sup>rd</sup> annual conference of the *Association for Consumer Research (ACR)*, Denver, CO
- \*Maimone, Giulia, Uma R. Karmarkar, & On Amir (2022, March), “How Word Polarity Affects Listeners’ Judgment Confidence and Attitudes,” annual conference of the *Society for Consumer Psychology (SCP)*, virtual
- \*Maimone, Giulia, Uma R. Karmarkar, & On Amir (2021, September), “The Impact of Linguistic Structure on Judgment Confidence and Source Attitudes,” 52<sup>nd</sup> annual conference of the *Association for Consumer Research (ACR)*, virtual
- \*Maimone, Giulia, Joachim Vosgerau, & Ayelet Gneezy (2021, September), “I’d Rather Die by My Own Hand,” 52<sup>nd</sup> annual conference of the *Association for Consumer Research (ACR)*, virtual

### **Poster Presentations** (\* presenter)

- \*Maimone, Giulia, & Craig R. M. McKenzie (2024, November), “Whoever is Not With Me is Against Me: The ‘Moderate as Out-Group’ Effect,” 45<sup>th</sup> annual conference of the *Society for Judgment and Decision Making (SJDM)*, New York, NY
- \*Maimone, Giulia, Gil Appel, Craig R. M. McKenzie, & Ayelet Gneezy (2024, February), “Citation Penalties Following Sexual Misconduct versus Scientific Fraud Allegations,” annual pre-conference of the *Society for Personality and Social Psychology (SPSP) - Moral Psychology*, San Diego, CA
- \*Maimone, Giulia, Joachim Vosgerau, & Ayelet Gneezy (2024, February), “I’d Rather Die by My Own Hand: When and Why Self-Serving Attributions Reverse,” annual pre-conference of the *Society for Personality and Social Psychology (SPSP) - Self and Identity*, San Diego, CA
- Maimone, Giulia, Gil Appel, Craig R. M. McKenzie, & Ayelet Gneezy (2023, July), “Citation Penalties Following Sexual Misconduct versus Scientific Fraud Allegations,” conference of the *European Association for Consumer Research (EACR)*, Amsterdam, The Netherlands
- Maimone, Giulia, Joachim Vosgerau, & Ayelet Gneezy (2023, March), “I’d Rather Die by My Own Hand: When and Why Self-Serving Attributions Reverse,” annual conference of the *Society for Consumer Psychology (SCP)*, San Juan, Puerto Rico
- \*Maimone, Giulia, Joachim Vosgerau, & Ayelet Gneezy (2022, November), “I’d Rather Die by My Own Hand: When and Why Self-Serving Attributions Reverse,” 43<sup>rd</sup> annual conference of the *Society for Judgment and Decision Making (SJDM)*, San Diego, CA
- \*Maimone, Giulia, Uma R. Karmarkar, & On Amir (2019, November), “How Word Polarity Affects Listeners’ Judgment Confidence and Attitudes,” 40<sup>th</sup> annual conference of the *Society for Judgment and Decision Making (SJDM)*, Montréal, Canada

## **TEACHING EXPERIENCE**

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### **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**

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**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**

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**Ravensburger (Italy & Spain), Assago, Italy** 2016

Trade Marketing Specialist

**Visionando srl, Milan, Italy** 2014-2015

Business Analyst

**SERVICE AND AFFILIATIONS**

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**Ad Hoc Journal Reviewer**

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

**Conferences Reviewer**

- Association for Consumer Research (ACR) annual conference (2020-present)
- Society for Consumer Psychology (SCP) annual conference (2019-present)
- European Marketing Academy (EMAC) annual conference (2022-present)
- European Association for Consumer Research (EACR) annual conference (2023-present)
- Subjective Probability, Utility, and Decision Making (SPUDM) biannual 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

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**Ayelet Gneezy (Ph.D. Advisor)**

Professor of Behavioral Sciences & Marketing  
UCSD Rady School of Management  
[agneezy@ucsd.edu](mailto:agneezy@ucsd.edu)

**Craig R. M. McKenzie**

Professor of Management & Psychology  
UCSD Rady School of Management  
[cmckenzie@ucsd.edu](mailto:cmckenzie@ucsd.edu)

**Eugene M. Caruso**

Professor of Management & Behavioral Decision-Making  
UCLA Anderson School of Management  
[eugene.caruso@anderson.ucla.edu](mailto:eugene.caruso@anderson.ucla.edu)

**Uma R. Karmarkar (Ph.D. Advisor)**

Associate Professor of Marketing & ITO  
UCSD Rady School of Management  
[ukarmarkar@ucsd.edu](mailto:ukarmarkar@ucsd.edu)

**Joachim Vosgerau**

Professor of Marketing  
Bocconi University  
[joachim.vosgerau@unibocconi.it](mailto:joachim.vosgerau@unibocconi.it)

**Stephen A. Spiller**

Professor of Marketing & Behavioral Decision-Making  
UCLA Anderson School of Management  
[stephen.spiller@anderson.ucla.edu](mailto:stephen.spiller@anderson.ucla.edu)