

# Giulia Maimone

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## EDUCATION

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<b>Rady School of Management, UC San Diego, USA</b> Ph.D. in Marketing	Expected 2023
<b>Bocconi University, Italy</b> M.S. in Management and Economics for Art, Culture, Media, and Entertainment <i>Summa cum laude</i>	2013 – 2015
<b>HEC Université de Lausanne, Switzerland</b> Master Exchange Program	2015
<b>Bocconi University, Italy</b> B.S. in Economics and Management for Art, Culture, and Communication	2010 – 2013

## RESEARCH INTERESTS

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Morality and Decision-Making, Antecedents and Consequences of Choice, Metascience, Judgment and Decision-Making under Uncertainty, Consumer Behavior

## WORKING PAPERS AND MANUSCRIPTS UNDER REVIEW

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- Maimone, Giulia**, Gil Appel, Craig R. M. McKenzie, and Ayelet Gneezy, "Citation Penalties Following Sexual Misconduct versus Scientific Fraud Allegations"
- Maimone, Giulia**, Joachim Vosgerau, and Ayelet Gneezy, "Not All Attributions are Self-Serving: A Preference for Agency Over Negative Outcomes"
- Maimone, Giulia**, Uma R. Karmarkar, and On Amir, "'Don't Forget Them' or 'Don't Overlook Them'? How the Non-Reversibility of a Word Improves Message Efficacy"

## SELECTED RESEARCH IN PROGRESS

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- Maimone, Giulia**, Gil Appel, Tom Meyvis, and Ayelet Gneezy, "Separating the Art from the Artist? The Impact of Sexual Scandals on Consumption"
- Maimone, Giulia**, Joachim Vosgerau, and Ayelet Gneezy, "The Dark Side of Receiving Advice"
- Maimone, Giulia**, and Craig R. M. McKenzie, "Whoever is Not With Me Is Against Me: Moderates as Out-groups"
- Donnelly, Kristin, [and 24 others, including **Giulia Maimone**, Don Moore, and Leif Nelson] "An Empirical Audit and Review of Moral Licensing"

## HONORS AND AWARDS

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AMA-Sheth Doctoral Consortium fellow	2022
ACR Shark Tank Research Competition Winner – JDM track	2018
UC San Diego Doctoral Fellowship	2017-present
UC San Diego Frontiers of Innovation Scholars Program grant	2017
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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The Technology, Race and Prejudice (T.R.A.P.) Lab	2022
Psychology Department, UC San Diego (Cognitive Brownbag series)	2022
Marketing Department, Bocconi University (Journal Club)	2021
Political Science Department, UC San Diego (Center for Peace and Security Studies)	2019

## CONFERENCE PRESENTATIONS

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### ORGANIZED SYMPOSIA

“Message Characteristics and Their Downstream Consequences on Judgment,” (2021), *Association for Consumer Research* annual conference, virtual

“Control Over Negative Outcomes,” (2021), *Association for Consumer Research* annual conference, virtual

### PAPER PRESENTATIONS (\* presenter)

\***Maimone, Giulia**, Uma R. Karmarkar, and On Amir (2021), “The Impact of Linguistic Structure on Judgment Confidence and Source Attitudes,” Paper presented at *Association for Consumer Research* annual conference, virtual

\***Maimone, Giulia**, Joachim Vosgerau, and Ayelet Gneezy (2021), “I’d Rather Die by My Own Hand,” Paper presented at *Association for Consumer Research* annual conference, virtual

\***Maimone, Giulia**, Uma R. Karmarkar, and On Amir (2022), “How Word Polarity Affects Listeners’ Judgment Confidence and Attitudes,” Paper presented at *Society for Consumer Psychology* annual conference, virtual

\***Maimone, Giulia**, Gil Appel, Craig R. M. McKenzie, and Ayelet Gneezy (2022), “Sexual Misconduct, Scientific Fraud, and Citation Penalties,” Paper presented at *Association for Consumer Research* annual conference, Denver, CO

\***Maimone, Giulia**, Gil Appel, Craig R. M. McKenzie, and Ayelet Gneezy (2022), “Sexual Misconduct, Scientific Fraud, and Citation Penalties,” Paper presented at *Society for Judgment and Decision Making* annual conference, San Diego, CA

### POSTER PRESENTATIONS (\* presenter)

\***Maimone, Giulia**, Uma R. Karmarkar, and On Amir (2019), “How Word Polarity Affects Listeners’ Judgment Confidence and Attitudes,” Poster presented at *Society for Judgment and Decision Making* annual conference, Montréal, Canada

\***Maimone, Giulia**, Joachim Vosgerau, and Ayelet Gneezy (2022), "I'd Rather Die by My Own Hand: When and Why Self-Serving Attributions Reverse," Poster presented at *Society for Judgment and Decision Making* annual conference, San Diego, CA

\***Maimone, Giulia**, Joachim Vosgerau, and Ayelet Gneezy (2023), "I'd Rather Die by My Own Hand: When and Why Self-Serving Attributions Reverse," Poster accepted at *Society for Consumer Psychology* annual conference, San Juan, Puerto Rico

## **TEACHING EXPERIENCE**

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**Rady School of Management at UC San Diego, USA** 2019-present

Graduate Teaching Assistant

- 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

**School of Global Policy & Strategy, UC San Diego, USA** 2020-present

Graduate Teaching Assistant

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

**Bocconi University, Italy** 2016-2017

Marketing Department Graduate Teaching Assistant

## **OTHER ACADEMIC EXPERIENCES**

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**Rady School of Management at UC San Diego, USA** 2017-2019

Lab Manager of the Rady Incentives Laboratory

- Responsible for recruiting participants, conducting experiments, and managing the subject-pool.

**Bocconi University, Italy** 2016-2017

Research Assistant for Professor *Joachim Vosgerau*

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

- Responsible for supporting researchers preparing stimulus material, recruiting participants, conducting experiments, and managing the subject-pool.

## **PROFESSIONAL EXPERIENCES**

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**Ravensburger IT and ES, Italy** 2016

Trade Marketing Specialist

- Responsible for updating/upgrading the company's trade marketing tools.

**Visionando srl, Milan, Italy**

2014-2015

Business Analyst

- Responsible for the development of strategic analyses related to market trends and competitive overviews, market research, design and implementation of interviews and questionnaires, and the moderation of project meetings and managers' teamwork sessions.

## **SERVICE AND AFFILIATIONS**

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Ad Hoc Journal Reviewer

- Journal of Personality and Social Psychology

Conferences Reviewer

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

Professional Affiliations

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

## **RELEVANT COURSEWORK**

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### **Research Topics**

Doctoral Topics in Business Administration (UC Berkeley)	Leif Nelson & Don Moore
Topics in Marketing Research (UC San Diego)	Ayelet Gneezy
Topics in Judgment and Decision Making (UC San Diego)	On Amir
Judgment and Decision Making Under Uncertainty (UC San Diego)	Uma R. Karmarkar
Judgment and Decision Making (UC San Diego)	Craig R. M. McKenzie
Psychology and Decision Making (UC San Diego)	Craig R. M. McKenzie
Consumer Behavior Research A (UC San Diego)	Wendy Liu
Consumer Behavior Research B (UC San Diego)	Wendy Liu
Behavioral Research (UC San Diego)	Uri Gneezy
Topics in Behavioral Economics (UC San Diego)	Uri Gneezy
Behavioral Economics (UC San Diego)	Charles Sprenger
Social Psychology (UC San Diego)	Piotr Winkielman
Delay of Gratification (UC San Diego)	Nicholas Christenfeld

### **Research Methods**

Management Research A – Experimental Research (UC San Diego)	Uri Gneezy
Management Research B – Observational Research (UC San Diego)	Kenneth Wilbur
Management Research C – Analytics (UC San Diego)	Kanishka Misra & Karsten Hansen
Quantitative Methods in Psychology A (UC San Diego)	Edward Vul
Quantitative Methods in Psychology B (UC San Diego)	Edward Vul
Microeconomics A (UC San Diego)	Melissa Famulari
Microeconomics B (UC San Diego)	Maxim Sinitsyn
Math and Statistical Foundations (UC San Diego)	James Fowler
Research Methods (Bocconi)	Joachim Vosgerau

## REFERENCES

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**Ayelet Gneezy** (co-chair)

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

**On Amir**

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**Gil Appel**

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George Washington University  
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**Uma R. Karmarkar** (co-chair)

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**Uri Gneezy**

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