October 2026

Giulia Maimone

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ACADEMIC POSITIONS

University of Florida, Warrington College of Business 2025 – present
Postdoctoral Scholar, Marketing Department

UCLA Anderson School of Management 2023 – 2025
Postdoctoral Scholar, Behavioral Decision-Making Area

UCSD Psychology Department 2023
Postdoctoral Scholar, Judgment and Decision-Making (with Craig R. M. McKenzie)

EDUCATION

UCSD Rady School of Management 2017 – 2023
Ph.D. in Marketing

Bocconi University 2013 – 2015
M.S. in Management & Economics for Art, Culture, Media, and Entertainment (*Summa cum laude*)

Bocconi University 2010 – 2013
B.S. in Economics & Management for Art, Culture, and Communication

RESEARCH INTERESTS

- **Social Cognition and Intergroup Relations**
- **Moral and Political Cognition**
- **Attributions and Beliefs**
- **Conceptual Structures**
- **Judgment & Decision Making**

PEER-REVIEWED PUBLICATIONS

Maimone, Giulia, & Craig R. M. McKenzie (2026), "Whoever Is Not With Me Is Against Me: The 'Moderate as Out-Group' Effect," *Journal of Experimental Psychology: General*, **155**(9), https://doi.org/10.1037/xge0001957 [PDF]

Maimone, Giulia, Uma R. Karmarkar, & On Amir (2026), "How Word Reversibility Impacts Judgment Confidence," *Journal of the Association for Consumer Research*, **11**(2). https://doi.org/10.1086/740066 [PDF]

Maimone, Giulia, Gil Appel, Craig R. M. McKenzie, & Ayelet Gneezy (2025), "Citation Penalties Following Sexual versus Scientific Misconduct Allegations," *PLoS ONE*, **20**(3): e0317736. 10.1371/journal.pone.0317736

MANUSCRIPTS UNDER REVIEW & WORKING PAPERS

Maimone, Giulia, Joachim Vosgerau, & Ayelet Gneezy, "When Would We Rather It Be Our Own Fault? Causal Structure Reverses Self–Other Agency Preferences for Negative Outcomes"

Maimone, Giulia, & Craig R. M. McKenzie, "When Morality Becomes Partisan: Sources of Ideological Bias in Judging Violations of Fundamental Rights"

Maimone, Giulia, & Yang Yang, "Earn More, Misjudge More: A Linearizing Heuristic in Spend-and-Earn Promotions"

Fridman, Ariel, **Giulia Maimone**, Lotem Taylor & Ayelet Gneezy, "Prosocial Behavior in the Wild(fires): The Geography of Financial Giving Around a Natural Disaster"

Donnelly, Kristin, Smriti Mehta, Tory D. A. Taylor, Paige Amormino, Julia G. Bottesini, Sandy Campbell, Dane Cannon, Beth Clarke, Randy Y. Gao, Stephanie Hong, Beidi Hu, Yunhao Huang, Yikun Jiang, **Giulia Maimone**, Jacob Miranda, Andres Montealegre, Aaron D. Nichols, Alexander B. Park, William H. Ryan, Ameer Sarwar, Sarah Schiavone, Charlotte Townsend, Ozge Ugurlu, Yixiang Xu, Don A. Moore, & Leif D. Nelson, "Moral Licensing: An Empirical Audit and Review"

SELECTED MEDIA COVERAGE

Science • Nature • Times Higher Education • Retraction Watch • Physics World • Women In Academia Report • UC San Diego Today • Video interview • UC San Diego Today • UF News • APA Press Release • Study Finds • The Print • El Economista (Argentina) • Asia Business Daily • The Chosun Daily • Dagens Nyheter • National Affairs • Psychology Today

HONORS AND AWARDS

AMA-Sheth Doctoral Consortium fellow	2022
EADM's SPUDM ECR Travel Award	2025
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

MIT Workshop on Polarization, Social Norms & Trust in Societies	2025
University of Pennsylvania's Norms and Behavioral Change Talks Series	2025
University of Florida, Warrington College of Business (Marketing Seminar)	2025
Oxford University's 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

Organized Symposia

"Consumer Perceptions of Different Political Actors," (2024, September), 55th annual conference of the *Association for Consumer Research (ACR)*, Paris, France

"Causal Attributions in Consumer Behavior," (2023, September), 54th annual conference of the *Association for Consumer Research (ACR)*, Seattle, WA

"Control Over Negative Outcomes," (2021, September), 52nd annual conference of the *Association for Consumer Research (ACR)*, virtual

"Message Characteristics and Their Downstream Consequences on Judgment," (2021, September), 52nd annual conference of the *Association for Consumer Research (ACR)*, virtual

Talks (* presenter)

*Maimone, Giulia, & Yang Yang (2026, September), "Earn More, Misjudge More: A Linearizing Heuristic in Spend-and-Earn Promotions," 57th annual conference of the *Association for Consumer Research (ACR)*, Chicago, IL

*Maimone, Giulia, & Craig R. M. McKenzie (2026, June), "Whoever is Not With Me is Against Me: The 'Moderate as Out-Group' Effect," *Advances in Decision Analysis 2026 Conference* at Duke University, Durham, NC

*Maimone, Giulia, & Craig R. M. McKenzie (2025, December), "Whoever is Not With Me is Against Me: The 'Moderate as Out-Group' Effect," *2025 MIT 'Directions of Polarization, Social Norms & Trust in Societies' Workshop* at MIT, Boston, MA

*Maimone, Giulia, & Craig R. M. McKenzie (2025, November), "Whoever is Not With Me is Against Me: The 'Moderate as Out-Group' Effect," 46th annual conference of the *Society for Judgment and Decision Making (SJDM)*, Denver, CO

*Fridman, Ariel, Giulia Maimone, Lotem Taylor & Ayelet Gneezy (2025, October), "Pro-Social Behavior in the Wild(fires): The Geography of Giving Around a Natural Disaster," 56th annual conference of the *Association for Consumer Research (ACR)*, Washington, DC

*Maimone, Giulia, & Craig R. M. McKenzie (2025, August), "Whoever is Not With Me is Against Me: The 'Moderate as Out-Group' Effect," 30th biannual conference on *Subjective Probability, Utility, and Decision Making (SPUDM)*, Lucca, Italy

*Maimone, Giulia, Uma R. Karmarkar, & On Amir (2025, April), "How Word Reversibility Impacts Message Efficacy," 4th annual *California School Conference*, Los Angeles, CA

*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," 55th 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," 7th 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," 3rd 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," 54th 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," 29th 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," 29th 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," 2nd 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," 43rd 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," 53rd 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," 52nd 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," 52nd annual conference of the *Association for Consumer Research (ACR)*, virtual

Poster Presentations (* presenter)

*Maimone, Giulia, & Craig R. M. McKenzie (2026, November), "When Morality Becomes Partisan: Sources of Ideological Bias in Judging Violations of Fundamental Rights," 47th annual conference of the *Society for Judgment and Decision Making (SJDM)*, San Diego, CA

*Maimone, Giulia, & Craig R. M. McKenzie (2024, November), "Whoever is Not With Me is Against Me: The 'Moderate as Out-Group' Effect," 45th 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," 43rd 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," 40th annual conference of the *Society for Judgment and Decision Making (SJDM)*, Montréal, Canada

TEACHING EXPERIENCE

Instructor of Record

University of Florida, Warrington College of Business

- MAR6591 – Consumer and Managerial Decision-Making (Graduate Level) 2026
- MAR5806 – Problems and Methods in Marketing Management (Graduate Level) 2026

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

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 EXPERIENCE

Ravensburger (Italy & Spain), Assago, Italy 2016
Trade Marketing Specialist

Visionando srl, Milan, Italy 2014-2015
Business Analyst

SERVICE AND AFFILIATIONS

Departmental Initiatives

University of Florida, Warrington College of Business, Marketing Department

- Organizer, Behavioral Research Journal Club 2026-present

Ad Hoc Journal Reviewer

- Proceedings of the National Academy of Sciences of the United States of America
- Journal of Personality and Social Psychology
- Peer Community In (PCI) Psychology
- Frontiers in Marketing Science
- Journal of the Association for Consumer Research

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

Ayelet Gneezy (Ph.D. Advisor)
Professor of Behavioral Sciences & Marketing
UCSD Rady School of Management
agneezy@ucsd.edu

Uma R. Karmarkar (Ph.D. Advisor)
Associate Professor of Marketing
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Craig R. M. McKenzie
Professor of Management & Psychology
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