

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

Morality and Decision-Making, Attributions and Inference Making, Metascience, Negations Processing, Judgment and Decision-Making under Uncertainty, Consumer Behavior

WORKING PAPERS AND MANUSCRIPTS UNDER REVIEW

- Maimone, Giulia**, Joachim Vosgerau, and Ayelet Gneezy, “Not All Attributions Are Self-Serving: A Preference for Agency Over Negative Outcomes,” Invited for second-round review at *Journal of Personality and Social Psychology*
- Maimone, Giulia**, Uma R. Karmarkar, and On Amir, ““Don’t Forget Them” or “Don’t Overlook Them”? How Word Reversibility Impacts Message Efficacy,” Under review at *Psychological Science*
- Maimone, Giulia**, Gil Appel, Craig R. M. McKenzie, and Ayelet Gneezy, “Citation Penalties Following Sexual Misconduct versus Scientific Fraud Allegations”

SELECTED RESEARCH IN PROGRESS

- Maimone, Giulia**, and Craig R. M. McKenzie, “Whoever is Not With Me is Against Me: Moderates as Out-groups”
- Maimone, Giulia**, and Joachim Vosgerau, “Distinguishing Between Self-Determination and Agency”
- Maimone, Giulia**, Jimin Nam, and Eva Ascarza, “The Impact of #MeToo on the Perception of Sexual Misconduct”
- Maimone, Giulia**, Gil Appel, Tom Meyvis, and Ayelet Gneezy, “Separating the Art from the Artist? The Impact of Sexual Scandals on Consumption”

Donnelly, Kristin, [and 24 others, including **Giulia Maimone**] “An Empirical Audit and Review of Moral Licensing”

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
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

UCSD Psychology Department (Cognitive Brownbag series)	2023
The Technology, Race and Prejudice (T.R.A.P.) Lab	2022
UCSD Psychology Department (Cognitive Brownbag series)	2022
Bocconi University, Marketing Department (Journal Club)	2021
UCSD Political Science Department (Center for Peace and Security Studies)	2019

CONFERENCE PRESENTATIONS

ORGANIZED SYMPOSIA

- “Causal Attributions in Consumer Behavior,” (2023), *Association for Consumer Research* annual conference, Seattle, WA
- “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**, Joachim Vosgerau, and Ayelet Gneezy (2023), “Not All Attributions Are Self-Serving: A Preference for Agency Over Negative Outcomes,” Paper to be presented at *Association for Consumer Research* annual conference, Seattle, WA
- ***Maimone, Giulia**, Joachim Vosgerau, and Ayelet Gneezy (2023), “Not All Attributions Are Self-Serving: A Preference for Agency Over Negative Outcomes,” Paper presented at *California School Conference* annual conference, Berkeley, CA
- ***Maimone, Giulia**, Joachim Vosgerau, and Ayelet Gneezy (2023), “Not All Attributions Are Self-Serving: A Preference for Agency Over Negative Outcomes,” Paper presented at *Subjective Probability Utility and Decision Making* annual conference, Vienna, Austria
- ***Maimone, Giulia**, Gil Appel, Craig R. M. McKenzie, and Ayelet Gneezy (2023), “Citation Penalties Following Sexual Misconduct versus Scientific Fraud Allegations,” Paper presented at *Subjective Probability Utility and Decision Making* annual conference, Vienna, Austria
- Maimone, Giulia**, Uma R. Karmarkar, and On Amir (2023), ““Don’t Forget Them” or “Don’t Overlook Them”? How the Non-Reversibility of a Word Improves Message Efficacy,” Paper accepted at *European Association for Consumer Research* annual conference, Amsterdam, The Netherlands

- ***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
- ***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**, 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**, 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

POSTER PRESENTATIONS (* presenter)

- Maimone, Giulia**, Gil Appel, Craig R. M. McKenzie, and Ayelet Gneezy (2023), "Citation Penalties Following Sexual Misconduct versus Scientific Fraud Allegations," Poster accepted at *European Association for Consumer Research* annual conference, Amsterdam, The Netherlands
- 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
- ***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**, 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

TEACHING EXPERIENCE

Guest Lectures

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)
- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)

REFERENCES

Craig R. M. McKenzie

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