

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

EDUCATION

UC San Diego, Rady School of Management 2017 – 2023
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

Threats, Morality, Political Polarization, Attributions, Beliefs, Consumer Judgment & Decision-Making

PEER-REVIEWED PUBLICATIONS

Maimone, Giulia, Uma R. Karmarkar, & On Amir (forthcoming), “How Word Reversibility Impacts Judgment Confidence,” *Journal of the Association for Consumer Research*, **11**(2).

Selected media coverage: [UC San Diego Today](#)

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](https://doi.org/10.1371/journal.pone.0317736)

Selected media coverage: [Science](#), [Nature](#), [Retraction Watch](#), [Physics World](#), [Women In Academia Report](#), [Times Higher Education](#), [UC San Diego Today](#), [UC San Diego Campus News](#), [Video interview](#)

WORKING PAPERS AND MANUSCRIPTS UNDER REVIEW († equal authorship)

Maimone, Giulia, & Craig R. M. McKenzie, “Whoever is Not With Me is Against Me: The ‘Moderate as Out-Group’ Effect,” invited for 3rd round review

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

Maimone, Giulia, Joachim Vosgerau, & Ayelet Gneezy, “Not All Attributions Are Self-Serving: Reconciling the Preferences for Assuming and Conceding Agency over Negative Outcomes,” in preparation

Maimone, Giulia, & Yang Yang, “Why ‘Spend-and-Earn’ Promotions Feel Better Than They Are: Nonlinear Discount Rates and Their Consequences for Consumer Choice,” in preparation

HONORS AND AWARDS

EADM's SPUDM ECR Travel Award	2025
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

University of Florida, Warrington College of Business (Marketing Department)	2025
University of Pennsylvania (NoBeC Talks Series)	2025
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, & 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 (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

University of Florida, Warrington College of Business

- MAR5806 – Problems and Methods in Marketing Management 2026
- MAR6591 – Consumer and Managerial Decision-Making 2026

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 Lab Manager of the Rady Incentives Laboratory	2017-2019
Bocconi University Research Assistant for Professor Joachim Vosgerau	2016-2017
Bocconi University Lab Manager of the Bocconi Experimental Laboratory for the Social Sciences (BELSS)	2016-2017

PROFESSIONAL EXPERIENCES

Ravensburger (Italy & Spain), Assago, Italy Trade Marketing Specialist	2016
Visionando srl, Milan, Italy Business Analyst	2014-2015

SERVICE AND AFFILIATIONS

Ad Hoc Journal Reviewer

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

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
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Craig R. M. McKenzie

Professor of Management & Psychology
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Uma R. Karmarkar (Ph.D. Advisor)

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