

# Giulia Maimone

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## ACADEMIC POSITIONS

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<b>UCLA Anderson School of Management</b> Postdoctoral Scholar (Behavioral Decision Making division)	Incoming – Sept. 2023
<b>UCSD Psychology Department</b> Postdoctoral Scholar (with Prof. Craig McKenzie)	2023 – present

## EDUCATION

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<b>UCSD Rady School of Management</b> Ph.D. in Marketing	2017 – 2022
<b>Bocconi University</b> M.S. in Management and Economics for Art, Culture, Media, and Entertainment <i>Summa cum laude</i>	2013 – 2015
<b>Bocconi University</b> B.S. in Economics and Management for Art, Culture, and Communication	2010 – 2013

## RESEARCH INTERESTS

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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

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

## SELECTED RESEARCH IN PROGRESS († equal authorship)

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- Maimone, Giulia**, and Craig R. M. McKenzie, “Whoever is Not With Me is Against Me: Moderates as Out-groups”
- Maimone, Giulia**<sup>†</sup>, Jimin Nam<sup>†</sup>, 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”
- Maimone, Giulia**, Joachim Vosgerau, and Ayelet Gneezy, “The Dark Side of Receiving Advice”

Donnelly, Kristin, [and 24 others, including **Giulia Maimone**] “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	2017-2022
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

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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

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### ORGANIZED SYMPOSIA

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

“Message Characteristics and Their Downstream Consequences on Judgment,” (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 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 to be 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 to be 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**

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<b>UCSD Rady School of Management</b>	2019-2022
Graduate Teaching Assistant	
• MGT407 – Marketing Full-time MBA ( <i>Prof. U. R. Karmarkar</i> )	2020, 2021, 2022
• MGT103 – Marketing Undergraduate ( <i>Dr. K. Bates</i> )	2019
• MGT422 – Creativity and Innovation ( <i>Prof. C. R. M. McKenzie</i> )	2020
• MGT429 – Leadership in a Crisis ( <i>B. L. Sadler</i> )	2020
• MGTA402 – Data Driven Communications ( <i>A. B. Meyer</i> )	2021
• MGT167 – Social Entrepreneurship ( <i>J. Klaas</i> )	2022
• MGT109 – Social Media Marketing ( <i>Dr. C. Campbell</i> )	2022
<b>UCSD School of Global Policy &amp; Strategy</b>	2020-2022
Graduate Teaching Assistant	
• GPIM420 – Marketing Core ( <i>Prof. U. R. Karmarkar</i> )	2021
• GPPS443 – National Security and Decision Making ( <i>VADM R. Thomas</i> )	2020, 2021
• GPPS442 – Foundations of Strategic Studies ( <i>VADM R. Thomas</i> )	2020, 2021, 2022
• GPPS444 – History of Warfare ( <i>VADM R. Thomas</i> )	2020

**Bocconi University** 2016-2017  
Marketing Department Graduate Teaching Assistant

## **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

- 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**

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**Craig R. M. McKenzie**  
Professor of Management & Strategy  
UCSD Rady School of Management  
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**Uma R. Karmarkar**  
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UCSD Rady School of Management  
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