

# Giulia Maimone

[giulia.maimone@warrington.ufl.edu](mailto:giulia.maimone@warrington.ufl.edu)

## ACADEMIC POSITIONS

---

<b>University of Florida, Warrington College of Business</b> Postdoctoral Scholar, Marketing Department	2025 – present
<b>UCLA Anderson School of Management</b> Postdoctoral Scholar, Behavioral Decision-Making Area	2023 – 2025

## EDUCATION

---

<b>UCSD Rady School of Management</b> Ph.D. in Marketing	2017 – 2023
<b>Bocconi University</b> M.S. in Management & Economics for Art, Culture, Media, and Entertainment ( <i>Summa cum laude</i> )	2013 – 2015
<b>Bocconi University</b> B.S. in Economics & Management for Art, Culture, and Communication	2010 – 2013

## RESEARCH INTERESTS

---

- **Political and Moral Cognition**
- **Social Categorization and Political Polarization**
- **Attributions and Beliefs**
- **Conceptual Polarization**
- **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).
- 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](#) • [Times Higher Education](#) • [Retraction Watch](#) • [Physics World](#) • [Women In Academia Report](#) • [UC San Diego Today](#) • [UC San Diego Campus News](#) • [Video interview](#) • [UC San Diego Today](#)

## WORKING PAPERS & MANUSCRIPTS UNDER REVIEW

---

- Maimone, Giulia**, & Craig R. M. McKenzie, “Whoever is Not With Me is Against Me: The ‘Moderate as Out-Group’ Effect,” under 3<sup>rd</sup> 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, “When Spend-and-Earn Promotions Feel Better Than They Are: Understanding Nonlinear Discount Rate and Its Consequences for Consumer Choice,” in preparation

**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 Florida, Warrington College of Business (Marketing Department)	2025
University of Pennsylvania (NoBeC Talks Series)	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), 55<sup>th</sup> annual conference of the *Association for Consumer Research (ACR)*, Paris, France
- "Causal Attributions in Consumer Behavior," (2023, September), 54<sup>th</sup> annual conference of the *Association for Consumer Research (ACR)*, Seattle, WA
- "Control Over Negative Outcomes," (2021, September), 52<sup>nd</sup> annual conference of the *Association for Consumer Research (ACR)*, virtual
- "Message Characteristics and Their Downstream Consequences on Judgment," (2021, September), 52<sup>nd</sup> 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," 46<sup>th</sup> 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," 56<sup>th</sup> 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," 30<sup>th</sup> 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," 4<sup>th</sup> 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," 55<sup>th</sup> 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," 7<sup>th</sup> 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," 3<sup>rd</sup> 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," 54<sup>th</sup> 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," 29<sup>th</sup> 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," 29<sup>th</sup> 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," 2<sup>nd</sup> 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," 43<sup>rd</sup> 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," 53<sup>rd</sup> 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," 52<sup>nd</sup> 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," 52<sup>nd</sup> 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," 45<sup>th</sup> 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," 43<sup>rd</sup> 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," 40<sup>th</sup> 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
- 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** 2016  
Trade Marketing Specialist

**Visionando srl, Milan, Italy** 2014-2015  
Business Analyst

**SERVICE AND AFFILIATIONS**

---

***Departmental Initiatives*****University of Florida, Warrington College of Business**

- Organizer, Behavioral Research Journal Club (Marketing Department) 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](mailto:agneezy@ucsd.edu)

**Uma R. Karmarkar (Ph.D. Advisor)**

Associate Professor of Marketing & ITO  
UCSD Rady School of Management  
[ukarmarkar@ucsd.edu](mailto:ukarmarkar@ucsd.edu)

**Craig R. M. McKenzie**

Professor of Management & Psychology  
UCSD Rady School of Management  
[cmckenzie@ucsd.edu](mailto:cmckenzie@ucsd.edu)

**Joachim Vosgerau**

Professor of Marketing  
Bocconi University  
[joachim.vosgerau@unibocconi.it](mailto:joachim.vosgerau@unibocconi.it)