

# Giulia Maimone

[gmaimone@ucsd.edu](mailto:gmaimone@ucsd.edu)

## ACADEMIC POSITIONS

---

**UC San Diego, USA** 2023 – present  
Postdoctoral Scholar

## EDUCATION

---

**Rady School of Management, UC San Diego, USA** 2017 – 2022  
Ph.D. in Marketing

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

**HEC Université de Lausanne, Switzerland** 2015  
Master Exchange Program

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

## RESEARCH INTERESTS

---

Morality and Decision-Making, Attributions and Inference Making, Metascience, Antecedents and Consequences of Choice, Judgment and Decision-Making under Uncertainty, Consumer Behavior

## WORKING PAPERS AND MANUSCRIPTS UNDER REVIEW

---

**Maimone, Giulia**, Gil Appel, Craig R. M. McKenzie, and Ayelet Gneezy, "Citation Penalties Following Sexual Misconduct versus Scientific Fraud Allegations"

**Maimone, Giulia**, Joachim Vosgerau, and Ayelet Gneezy, "Not All Attributions Are Self-Serving: A Preference for Agency Over Negative Outcomes"

**Maimone, Giulia**, Uma R. Karmarkar, and On Amir, "'Don't Forget Them' or 'Don't Overlook Them'? How the Non-Reversibility of a Word Improves Message Efficacy"

## SELECTED RESEARCH IN PROGRESS (<sup>†</sup> equal authorship)

---

**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**, Don Moore, and Leif Nelson] “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

---

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

## CONFERENCE PRESENTATIONS

---

### ORGANIZED SYMPOSIA

“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**, 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

\***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**, 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**, 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

## POSTER PRESENTATIONS (\* presenter)

\***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

\***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**, 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

## TEACHING EXPERIENCE

---

**Rady School of Management at UC San Diego, USA** 2019-2022

Graduate Teaching Assistant

- 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

**School of Global Policy & Strategy, UC San Diego, USA** 2020-2022

Graduate Teaching Assistant

- GPIM420 – Marketing Core (*Prof. U. R. Karmarkar*) 2021
- GPPS443 – National Security and Decision Making (*VADM R. Thomas*) 2020, 2021
- GPPS442 – Foundations of Strategic Studies (*VADM R. Thomas*) 2020, 2021, 2022
- GPPS444 – History of Warfare (*VADM R. Thomas*) 2020

**Bocconi University, Italy** 2016-2017

Marketing Department Graduate Teaching Assistant

## OTHER ACADEMIC EXPERIENCES

---

**Rady School of Management at UC San Diego, USA** 2017-2019

Lab Manager of the Rady Incentives Laboratory

**Bocconi University, Italy** 2016-2017

Research Assistant for Professor *Joachim Vosgerau*

**Bocconi University, Italy** 2016-2017

Lab Manager of the Bocconi Experimental Laboratory for the Social Sciences (BELSS)

## PROFESSIONAL EXPERIENCES

---

**Ravensburger IT and ES, 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

### 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

- Association for Consumer Research (ACR)
- Society for Judgment and Decision Making (SJDM)
- Society for Consumer Psychology (SCP)

## REFERENCES

---

### **Ayelet Gneezy** (co-chair)

Professor of Behavioral Sciences and Marketing  
Rady School of Management, UCSD  
[agneezy@ucsd.edu](mailto:agneezy@ucsd.edu)

### **Craig R. M. McKenzie**

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

### **Uri Gneezy**

Professor of Economics  
Rady School of Management, UCSD  
[ugneezy@ucsd.edu](mailto:ugneezy@ucsd.edu)

### **Uma R. Karmarkar** (co-chair)

Assistant Professor of Marketing and ITO  
Rady School of Management, UCSD  
[ukarmarkar@ucsd.edu](mailto:ukarmarkar@ucsd.edu)

### **Joachim Vosgerau**

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

### **Gil Appel**

Assistant Professor of Marketing  
George Washington University  
[gappel@email.gwu.edu](mailto:gappel@email.gwu.edu)