

Giulia Maimone

giulia.maimone@anderson.ucla.edu

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, Gil Appel, Craig R. M. McKenzie, and Ayelet Gneezy, “Citation Penalties Following Sexual Misconduct versus Scientific Fraud Allegations,” Under review at *PNAS Nexus*

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

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
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 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

- 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)
- European Association for Decision Making (EADM)
- Association for Consumer Research (ACR)
- Society for Consumer Psychology (SCP)

REFERENCES

Craig R. M. McKenzie

Professor of Management & Strategy
UCSD Rady School of Management
cmckenzie@ucsd.edu

Uma R. Karmarkar

Associate Professor of Marketing and ITO
UCSD Rady School of Management
ukarmarkar@ucsd.edu

Ayelet Gneezy

Professor of Behavioral Sciences and Marketing
UCSD Rady School of Management
agneezy@ucsd.edu

Joachim Vosgerau

Professor of Marketing
Bocconi University
joachim.vosgerau@unibocconi.it