

# Giulia Maimone

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## ACADEMIC POSITIONS

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**UCLA Anderson School of Management** 2023 – present  
Postdoctoral Scholar (Behavioral Decision-Making group)

## EDUCATION

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**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

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The Psychology of Moral and Political Polarization, Transgressions and Moral Judgments, Causal Attributions, Information Encoding and Belief Formation, Consumer Behavior

## PEER-REVIEWED PUBLISHED PAPERS

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Maimone, Giulia, Gil Appel, Craig R. M. McKenzie, & Ayelet Gneezy, "Citation Penalties Following Sexual versus Scientific Misconduct Allegations," accepted at *PLOS One*

## WORKING PAPERS AND MANUSCRIPTS UNDER REVIEW

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Maimone, Giulia, Joachim Vosgerau, & Ayelet Gneezy, "Not All Attributions Are Self-Serving: Reconciling the Preferences for Assuming and Conceding Agency over Negative Outcomes," under review

Maimone, Giulia, Uma R. Karmarkar, & On Amir, "How Word Reversibility Impacts Message Efficacy," under review

Maimone, Giulia, & Craig R. M. McKenzie, "Whoever is Not With Me is Against Me: The 'Moderate as Out-Group' Effect," in preparation

Maimone, Giulia, & Stephen A. Spiller, "Why is it so Hard to 'Unlearn' Information?," in preparation

## SELECTED RESEARCH IN PROGRESS († equal authorship)

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Maimone, Giulia, & Craig R. M. McKenzie, "Behavioral Consequences of the 'Moderate as Out-group' Effect"

Maimone, Giulia, & Craig R. M. McKenzie, "Opposing Partisans and Systematic Differences in Judgment"

Maimone, Giulia, Joseph J. Siev, & Eugene M. Caruso, "Consumer Response to Sociopolitical Activism by Entertainers"

Maimone, Giulia, Gil Appel, Tom Meyvis, & Ayelet Gneezy, "Separate the Art from the Artist? The Effect of Sexual Scandals on Hedonic Consumption"

## HONORS AND AWARDS

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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

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University of Pennsylvania (NoBeC Talks Series)	2025
Oxford University (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

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### 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, 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**

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**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**

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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**

- 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**

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**Ayelet Gneezy (Ph.D. Advisor)**

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

**Craig R. M. McKenzie**

Professor of Management & Psychology  
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**Eugene M. Caruso**

Professor of Management & Behavioral Decision-Making  
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