**ALEXANDER GOLDKLANK FULMER**

The Nolan School ⏐ SC Johnson College of Business ⏐ Cornell University

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Academic Position

**Cornell University, The Nolan School of Hotel Administration**, Ithaca, NY

* Assistant Professor of Marketing July 2023-Present

Education

**Yale University,** New Haven, CT

* Ph.D. in Marketing May 2023
* Master of Philosophy in Marketing Dec 2020
* Master of Arts in Marketing Dec 2020

**Columbia University in the City of New York,** New York, NY

* Psychology Postbaccalaureate Certificate Oct 2017
* Cumulative **G.P.A** **4.14**

**Cornell University, The Nolan School of Hotel Administration**, Ithaca, NY

* Bachelor of Science - ***Summa Cum Laude*** May 2015
* Cumulative **G.P.A 4.06**, **Class Rank 1/244**

**Wesleyan University,** Middletown, CT Sept 2011-May 2012

* Cumulative **G.P.A 3.96**

**The Dalton School,** New York, NY June 2011

* One of three student speakers at graduation.

Research Interests

Consumer behavior, product and brand biography, marketing communications, social perception

Peer Reviewed Publications

Fulmer, Alexander G. and Taly Reich (2024), “Promoting a Product without Increasing the Promotion Budget: How Chance in Promotions can Heighten Consumer Demand,” *Journal of Consumer Psychology*, 1-15*.*

 **Selected Press**: [*Cornell Chronicle*](https://news.cornell.edu/stories/2024/05/have-fun-leaving-product-promotions-chance-has-benefits)

Fulmer, Alexander G. and Taly Reich (2023), “The Biography of Discovery: How Unintentional Discovery of Resources Influences Choice and Preference,” *Journal of Experimental Psychology: General*, *152*(6), 1671-1689*.*

Fulmer, Alexander G. and Taly Reich (2023), “Unintentional Inception: When a Premium is Offered to Unintentional Creations,” *Personality and Social Psychology Bulletin*, *49*(1),152-164.

**Selected Press**: [*Yale Center for Customer Insights*](https://som.yale.edu/blog/unintentional-creations)

Reich, Taly, Alexander G. Fulmer, and Ravi Dhar (2022), “In the Face of Self-threat: Why Ambivalence Heightens People’s Willingness to Act*,*” *Organizational Behavior and Human Decision Processes*, *168*, 1-12.

**Selected Press**: [*The New York Times*](https://www.nytimes.com/2022/01/04/magazine/ambivalence-ambivalent-definition.html#after-bottom)

Reich, Taly, Sam Maglio, and Alexander G. Fulmer (2021), “No Laughing Matter: Why Humor Mistakes are More Damaging for Men than Women,” *Journal of Experimental Social Psychology, 96*, 1-17.

**\*#5 on SPSP’s 10 most accessed articles of 2021.**

**Selected Press**: [*The Wall Street Journal*](https://www.wsj.com/articles/men-pay-a-higher-price-than-women-when-a-workplace-joke-falls-flat-11632229200), [*Yale Insights*](https://insights.som.yale.edu/insights/man-and-woman-walk-into-bar-how-gender-changes-the-perception-of-bad-joke)

Select Research in Progress († denotes Ph.D. student)

Fulmer, Alexander G., “Is Cash Still King? Interpersonal Consequences of Payment Method,” *Under review at Organizational Behavior and Human Decision Processes.*

Reich, Taly, Alexander G. Fulmer, and Kelly B. Herd, “A New Marketplace Brainstorming Strategy,” *Under review at the Journal of the Academy of Marketing Science*.

Fang, David†, Alexander G. Fulmer, Taly Reich, and Sam Maglio, “Counting Failures, Discounting Successes: Asymmetry in Evaluator Perceptions,” *All studies completed, manuscript completed, targeting JPSP.*

Shin, Sally† and Alexander G. Fulmer, “Single Farm-to-table: Preference for Products with a Single Source of Origin,” *All studies completed, manuscript completed, targeting JCR.*

Fulmer, Alexander G. and Keisha Cutright, “What the Devil Can Make You Do: How Devil Salience Can Heighten Consumption,” *Eight studies collected, data collection still in progress, targeting JCR.*

Fulmer, Alexander G. and Helen Chun, “Using Uneven Loyalty Reward Shares to Optimize Referrals,” *Four studies collected, data collection still in progress, targeting JM.*

Fulmer, Alexander G. and Helen Chun, “Caring for Your Own People, or Your Community? How Consumers Identify with Companies Holding Internal vs. External CSR Orientation,” *Four studies collected, data collection still in progress, targeting JCR.*

Practitioner and Popular Press Publications

Reich, Taly and Alexander G. Fulmer (December 2022), “Consumers Value Fate in Marketing Narratives,” *Harvard Business Review*.

Reich, Taly, Fulmer, Alexander G., and Ravi Dhar (February 2022), “Nervous About Taking a Risk? Write a List of Pros and Cons,” *Harvard Business Review*.

Reich, Taly and Alexander G. Fulmer (February 2022), “How to Overcome the Fear of Applying for a Promotion,” *The Wall Street Journal*.

Academic Awards and Honors

**Teaching Award for Best Sophomore Core Class (Cornell)** Spring 2024

* Selected based on student evaluations for Marketing Management for Services.

**Grant from Cornell Center for Social Sciences (Cornell)** Oct 2023

* Awarded funding to conduct research on the influence of machines in brand biography.

**AMA-Sheth Doctoral Consortium Fellow, held at UT Austin** June 2022

* Nominated by Yale’s faculty to attend the 2022 AMA-Sheth Doctoral Consortium.

**AMS-Mary Kay Dissertation Proposal Award Finalist** May 2022

* Finalist for Mary Kay Dissertation Proposal Award at the *Academy of Marketing Science*.

**Redleaf Fellowship (Yale)** Jan 2022

* Awarded for pursuing research in behavioral science across functional groups.

**Graduate Student Travel Award, *SPSP*** Sept 2021

* Awarded travel stipend for strength of research submission to *SPSP’s* 2022 conference.

**Summa Cum Laude (Cornell)** May 2015

* Awarded for highest evaluation of Honors Thesis and top 1% academic performance.

**Merrill Presidential Scholar (Cornell)** May 2015

* Selected for academic excellence, strong leadership ability, and demonstrated potential for contributing to society. Recognized at a luncheon by Cornell University President David Skorton and Deans of all Cornell undergraduate colleges.

**Joseph Drown Award Finalist (Cornell)** March 2015

* Selected for entrepreneurial spirit and leadership ability, given $1,000 prize and recognized at senior awards ceremony by Dean of Cornell Hotel School.

**First Degree Marshall (Cornell)** Feb 2015

* Selected to represent Cornell Hotel School at university-wide graduation ceremony.

**Grant from the Center for Hospitality Research (Cornell)** Dec 2014

* Awarded full funding for Honors Thesis by Cornell’s Center for Hospitality Research.

Invited Talks

Cornell University, Behavioral EconomicsShowcase Aug 2023

Cornell University, Nolan School of Hotel Administration Dec 2022

University of Pennsylvania, Wharton School Oct 2022

University of Nebraska, College of Business Oct 2022

University of Michigan, Ross School of Business Oct 2022

University of Florida, Warrington College of Business Sept 2022

Rice University, Jones Graduate School of Business Sept 2022

Cornell University, Johnson Graduate School of Management April 2022

Conference Presentations († denotes Ph.D. student)

Fulmer, Alexander G. (2025), “Is Cash Still King? Interpersonal Consequences of Payment Method,” accepted for Competitive Paper Presentation at the *Society for Consumer Psychology*.

Shin, Sally† and Alexander G. Fulmer (2025), “Single Farm-to-table: Preference for Products with a Single Source of Origin,” accepted for Competitive Paper Presentation at the *Society for Consumer Psychology*.

Fang, David†, Alexander G. Fulmer, Taly Reich, and Sam Maglio (2024), “Failure Counts (but Success Doesn’t): Evidence for an Attributional Asymmetry in the Evaluation of Others’ Financial Outcomes,” Flash Talk presented at *Behavioral Decision Research in Management.*

Fulmer, Alexander G., Taly Reich, and Sam Maglio (2022), “Failure Counts (but Success Doesn’t): Evidence for an Attributional Asymmetry in the Evaluation of Others’ Financial Outcomes,” Paper presented at the *Association for Consumer Research*.

Fulmer, Alexander G. (2022), “Questioning the Intuitive Preference for Intentionality,” Dissertation proposal presented at Mary Kay Dissertation Proposal Award competition at the *Academy of Marketing Science.*

Fulmer, Alexander G. and Taly Reich (2022), “The Biography of Discovery: How Unintentional Discovery of Resources Influences Choice and Preference,” Paper presented at the *Society for Consumer Psychology.*

Reich, Taly, Alexander G. Fulmer, and Ravi Dhar (2022), “In the Face of Self-threat: Why Ambivalence Heightens Consumers’ Willingness to Act,” Paper presented at the *Society for Consumer Psychology.*

Reich, Taly, Sam Maglio, and Alexander G. Fulmer (2022), “No Laughing Matter: Why Humor Mistakes are More Damaging for Men than Women,” Paper presented at the *Society for Personality and Social Psychology*.

Reich, Taly, Alexander G. Fulmer, and Ravi Dhar (2022), “In the Face of Self-threat: Why Ambivalence Heightens People’s Willingness to Act,” Paper presented at the *Society for Judgment and Decision Making*.

Reich, Taly, Alexander G. Fulmer, and Kelly Herd (2022), “Embracing Unintentionality: Why Focusing on Unintentional Outcomes in Malleable Domains Promotes Ideation,” Paper presented at the *Society for Judgment and Decision Making*.

Reich, Taly, Alexander G. Fulmer, and Ravi Dhar (2021), “In the Face of Self-threat: Why Ambivalence Heightens Consumers’ Willingness to Act,” Paper presented at the *Association for Consumer Research.*

Fulmer, Alexander G. and Taly Reich (2021), “A New Promotional Strategy: Chance Selection of Products for Promotion,” Paper presented at the *Society for Consumer Psychology.*

Reich, Taly, Alexander G. Fulmer, and Kelly B. Herd (2021), “A History of Failed Intentions: Why Focusing on Unintentional Outcomes Promotes Ideation,” Paper presented at the *Society for Consumer Psychology.*

Fulmer, Alexander G. and Taly Reich (2020), “Found, Not Created: How Unintentionality in an Object’s Discovery Increases Preference,” Paper presented at the *Association for Consumer Research*.

Fulmer, Alexander G. and Taly Reich (2020), “Unintentional Inception: Why Unintentionality Increases Quality Perceptions of Artistic Products,” Paper presented at the *Association for Consumer Research* in special session: *Cognitive Influences on Consumption Experiences*.

Reich, Taly, Alexander G. Fulmer, and Kelly B. Herd (2020), “A History of Failed Intentions: When Focusing on Unintentional Outcomes Promotes Ideation,” Paper presented at the *Association for Consumer Research.*

Fulmer, Alexander G. and Taly Reich (2019), “Vicarious Gamification: How Chance Selection of Products for Promotion Increases Preference,” Paper presented at the *Association for Consumer Research*.

Fulmer, Alexander G. and Helen Chun (2015), “Does Consumer Excitement about Free Products Fade Over Time? The Strategic Use of Free Promotions,” Paper presented at the *Cornell Hospitality Research Summit*.

Teaching Experience

HADM 2430 Marketing Management for Services Spring: 2024-Present

HADM 4480 Brand Management Spring: 2024-Present

AEM 4480 Brand Management Spring: 2025

Selected Service

**University Service**

* Co-Organizer, Cornell Marketing Seminar Series 2023-Present

**Conference Reviewer**

* *Association for Consumer Research*
* *Society for Consumer Psychology*

**Award Reviewer**

* *SPSP* Graduate Student Travel Award 2022
* *SJDM* Best Poster Award 2024

Industry Experience

**MBI, Inc., Product Manager,** Norwalk, CT July 2015-July 2016

**UBS Private Wealth Management,** New York, NY June2014-Aug 2014

Professional Affiliations

* Association for Consumer Research
* Society for Consumer Psychology
* Society for Judgement and Decision Making