

ALEXANDER GOLDKLANK FULMER

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

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Academic Position

Cornell University, 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, 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 biography, marketing communications, unintentionality

Publications

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*, 1-19.

Selected Press: [Harvard Business Review](#)

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](#)

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 Wall Street Journal](#), [Harvard Business Review](#), [The New York Times](#)

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](#), [Yale Insights](#)

Select Research in Progress

Reich, Taly, Alexander G. Fulmer, and Kelly B. Herd, “Ideating to Regain Control: A New Marketplace Brainstorming Strategy,” *Revise and Resubmit at the Journal of Consumer Psychology*.

Fulmer, Alexander G. and Taly Reich, “Promoting a Product without Increasing the Promotion Budget: How Chance in Promotions can Heighten Consumer Demand,” *Under review at the Journal of Consumer Research*.

Reich, Taly and Alexander G. Fulmer, “Performance-Based Decoupling: When Creator and Creation Diverge,” *Under review at Psychology & Marketing*.

Fulmer, Alexander G., Taly Reich, and Sam Maglio, “Failure Counts (but Success Doesn’t): Evidence for an Attributional Asymmetry in the Evaluation of Others’ Financial Outcomes,” *Manuscript in preparation for submission*.

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,” *Data collection in progress*.

Academic Awards and Honors

AMA-Sheth Doctoral Consortium Fellow (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 \$5,000 for pursuing research in behavioral science across functional groups.

Graduate Student Travel Award, SPSP Sept 2021

- Awarded \$500 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.

- Funding for Research 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, 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

- 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*.

Other Research Experience

Data Coordinator, The Higgins Lab (Columbia)	Jan 2017-June 2017
RA, The Couples Lab and The Higgins Lab (Columbia)	Sept 2016-June 2017
Experimental Research for Honors Thesis (Cornell)	Aug 2014-April 2015

Teaching Experience

Teaching Assistant, Strategic Communication (Yale)	March 2019-May 2023
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Selected Service

University Service

- Co-Organizer, Cornell Marketing Seminar Series 2023-2024

Conference Reviewer

- *Society for Consumer Psychology* 2020 & 2021
- *Association for Consumer Research* 2022 & 2023

Journal Reviewer

- *Yale Undergraduate Research Journal* 2021 & 2022

Award Reviewer

- *SPSP Graduate Student Travel Award* 2022

Industry Experience

MBI, Inc., Product Manager, Norwalk, CT	July 2015-July 2016
UBS Private Wealth Management, New York, NY	June 2014-Aug 2014

Skills/Interests

- Comprehensive knowledge of SPSS, MS Excel, Word, and PowerPoint.
- Strong public speaking and communication skills.

Professional Affiliations

- Society for Consumer Psychology
- Association for Consumer Research
- Academy of Marketing Science
- Society for Personality and Social Psychology
- Society for Judgement and Decision Making