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, serendipity, and marketing communications

Peer Reviewed Publications

Reich, Taly, Alexander G. Fulmer, and Kelly B. Herd (2026), "Unintentional Outcomes as a Catalyst for Brainstorming," *Personality and Social Psychology Bulletin*, 1-13.

Selected Press: *Cornell Chronicle*

The Last Show - Podcast

SPSP Character & Context Blog

Fulmer, Alexander G. and Taly Reich (2025), "Promoting a Product without Increasing the Promotion Budget: How Chance in Promotions can Heighten Consumer Demand," *Journal of Consumer Psychology*, *35*(3), 382-396.

Selected Press: *Cornell Chronicle*

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*

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*

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*

Research in Progress († denotes Ph.D. student when project began, * denotes co-first author)

Shin, Sally† and Alexander G. Fulmer, "Single Farm-to-table: Preference for Products with a Single Source of Origin," *Under 3rd round review at the Journal of Marketing Research.*

Fulmer, Alexander G*. and Joowon Klusowski*, "When and Why High Refunds are More Effective than Low Prices," *Under review at the Journal of Consumer Research.*

Fulmer, Alexander G., "Is Cash Still King? Interpersonal Consequences of Payment Modalities," *Under review at the Cornell Hospitality Quarterly.*

Fulmer, Alexander G., Jacob Teeny, Taly Reich, and Sam Maglio, "Counting Failures, Discounting Successes: Asymmetry in Evaluator Perceptions," *Reject and Resubmit at JPSP.*

Guo, Via† and Alexander G. Fulmer, "The Hidden Messages of Money: Symbolism and Influences of Payment Modalities," *Nine studies collected, manuscript in preparation for submission, targeting JCR.*

Fulmer, Alexander G. and Helen Chun, "Using Uneven Loyalty Reward Shares to Optimize Referrals," *Nine 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," *Five studies collected, data collection still in progress, targeting JSR.*

Fulmer, Alexander G. and Keisha Cutright, "What the Devil Can Make You Do: How Devil Salience Heightens Indulgence," *Five studies collected, data collection still in progress, targeting JCR.*

Practitioner and Popular Press Publications

Adamson, Allen and Alexander G. Fulmer (July 2025), "Card, Cash, or Mobile App? People Judge Your Status by How You Pay," *American Banker.*

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

Best Paper – Alliance for Research on Wine and Hospitality Management May 2026

- Awarded best paper honor at the ARWHM conference for presentation of *Single Farm-to-table: Preference for Products with a Single Source of Origin*.

Teaching Award for Best Undergraduate Elective Class (Cornell) Spring 2026

- Selected based on student evaluations for Brand Management.

Ted Teng '79 Dean's Teaching Excellence Award (Cornell) Spring 2025

- Awarded in recognition of memorable faculty who have impacted students' lives.

Grant from Cornell Center for Social Sciences (Cornell) April 2025

- Awarded funding to conduct research on optimizing loyalty program referrals.

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 schools and 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

University of Miami, Miami Herbert Business School	April 2026
Cornell University, Center for Hospitality Research Board Meeting	April 2025
Cornell University, Behavioral Economics Showcase	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, * denotes co-first author)

Fulmer, Alexander G.* and Joowon Klusowski* (2026), "When and Why High Refunds Are More Effective Than Low Prices," Paper accepted to be presented as at the *Association for Consumer Research*.

Fulmer, Alexander G. and Helen Chun, "Using Uneven Loyalty Reward Shares to Optimize Referrals," Paper accepted to be presented as at the *Association for Consumer Research*.

Fulmer, Alexander G.* and Joowon Klusowski* (2026), "When and Why High Refunds Are More Effective Than Low Prices," Flash Talk presented at *Behavioral Decision Making in Management*.

Jung, Hayun† and Alexander G. Fulmer (2026), "Tease or Tell? How Media Friction Inverts the Effectiveness of Early Branding," Paper presented at *ISMS Marketing Science.*

Shin, Sally† and Alexander G. Fulmer (2026), "Single Farm-to-table: Preference for Products with a Single Source of Origin," Paper presented at Cornell's *Wine and Hospitality Management Conference.*

Fulmer, Alexander G.* and Joowon Klusowski* (2026), "When and Why High Refunds Are More Effective Than Low Prices," Paper presented at the *Society for Consumer Psychology*.

Guo, Via† and Alexander G. Fulmer (2026), "The Hidden Messages of Money: Symbolism and Influences of Payment Modalities," Paper presented at the *Society for Consumer Psychology*.

Fulmer, Alexander G. and Keisha Cutright (2025), "What the Devil Can Make You Do: How Devil Salience Heightens Indulgence," Paper presented at the *Association for Consumer Research.*

Shin, Sally† and Alexander G. Fulmer (2025), "Single Farm-to-table: Preference for Products with a Single Source of Origin," Paper presented at the *Association for Consumer Research.*

Guo, Via† and Alexander G. Fulmer (2025), "When Consumers Prefer Less Authenticity: Cash vs. Cashless Only Restaurants," Paper presented at the *Association for Consumer Research.*

Jung, Hayun† and Alexander G. Fulmer (2025), "Present Your Logo Early, or Late? How Ad Format Moderates the Effectiveness of Logo Presentation Timing on Attention," Paper presented at the *Association for Consumer Research.*

Shin, Sally† and Alexander G. Fulmer (2025), "Single Farm-to-table: Preference for Products with a Single Source of Origin," Paper presented at the Berkeley Haas *Authenticity Conference*.

Fulmer, Alexander G. (2025), "Is Cash Still King? Interpersonal Consequences of Payment Method," Paper presented 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," Paper presented 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 the 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 B. 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*.

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 Camps 2025-2026
- Co-Organizer, Cornell Marketing Seminar Series 2023-2025
- Keynote Speaker, Cornell Ye Hosts Induction Ceremony 2025
- Member, Faculty Search Committee, Marketing Area 2025-2026

Doctoral Committee Member (* denotes committee chair)

- Lauren Chae
- Via Guo
- Hayun Jung*
- Skylar Kim

Journal Reviewer

- *Journal of Marketing Research*
- *Journal of Applied Social Psychology*

Conference Reviewer

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

Award Reviewer

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

Other Mentorship

- SCP Job Market Buddy Program 2025-Present

Industry Experience

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

UBS Private Wealth Management, New York, NY — June 2014-Aug 2014

Professional Affiliations

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