

ALEXANDER GOLDKLANK FULMER

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

541B Statler Hall, Ithaca, NY 14853

Email: agf52@cornell.edu

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

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](#)

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.

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 († denotes Ph.D. student)

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., “Is Cash Still King? Perceptions of Consumers’ Status Based on Payment Method,” *Under review at the Journal of Consumer Research*.

Fulmer, Alexander G., “Consumers Mis-predict the Efficacy of (Friendly) Reminders,” *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*.

Shin, Sally† and Alexander G. Fulmer, “Preference for Single-origin Products,” *Data collection in progress*.

Fulmer, Alexander G. and Marie E. Ozanne, “Artificial Intelligence as a Key Element of a Brand’s History,” *Data collection in progress*.

Fang, David†, Alexander G. Fulmer, Taly Reich, and Sam Maglio, “Failure Counts (but Success Doesn’t): Evidence for an Attributional Asymmetry in the Evaluation of Others’ Financial Outcomes,” *Desk Reject and Resubmit at the Journal of Marketing*.

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 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

- 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

HADM 4480 Brand Management Spring 2024

Selected Service

University Service

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

Conference Reviewer

- *Society for Consumer Psychology* 2020-2021
- *Association for Consumer Research* 2022-Present

Journal Reviewer

- *Managerial Finance*

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

- Association for Consumer Research
- Society for Consumer Psychology