

Geoff Fisher

Contact Information:

340C Warren Hall
Cornell University
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Professional Experience:

Assistant Professor of Marketing, Cornell University, Dyson School of Applied Economics and Management in the SC Johnson College of Business, July 2015 - present

Education:

Ph.D., Behavioral and Social Neuroscience, Caltech, 2015
B.A., Economics and Mathematics, Cornell University, *summa cum laude*, 2010

Research Interests:

Judgment and Decision Making, Consumer Neuroscience, Behavioral Economics

Publications:

Fisher, Geoffrey (2018). "Nutrition Labeling Reduces Valuations of Food Through Multiple Health and Taste Channels," *Appetite*, 120, 500-504.

Fisher, Geoffrey (2017). "An Attentional Drift Diffusion Model Over Binary-Attribute Choice," *Cognition*, 168, 34-45.

Benjamin, Daniel J., James J. Choi, and Geoffrey Fisher (2016). "Religious Identity and Economic Behavior," *Review of Economics and Statistics*, 98(4), 617-637. Lead Article.

Fisher, Geoffrey and Antonio Rangel (2014). "Symmetry in Cold-to-Hot and Hot-to-Cold Valuation Gaps," *Psychological Science*, 25(1), 120-127.

Honors, Awards, and Fellowships:

Cornell's Institute for Social Science Faculty Fellowship, 2018-2019
New Innovator Award, Foundation for Food and Agriculture Research, 2016
California Institute of Technology Fellowship, 2010-2015
National Science Foundation IGERT Fellowship, 2010-2013

Research Grants:

2016-2019, HATCH Grant, \$75,000

2016-2019, Foundation for Food and Agriculture Research Award, \$300,000

Courses Taught:

AEM 4410: Marketing Research, 2016-present

AEM 4495: Consumer Neuroscience, 2016-present

Professional Service:

Journal Referee: *American Economic Review, Applied Economics, Decisions in Economics and Finance, Economic Inquiry, Journal of Economic Behavior & Organization, Journal of the European Economic Association, Journal of Political Economy, Judgment and Decision Making, Management Science, PeerJ, Psychological Review*

Grant Reviewer: National Science Foundation

Conference Reviewer: Society of Judgment and Decision Making

Faculty Search Committees at Cornell: Johnson Marketing, 2017, 2018; Dyson Development Economics, 2017-2018.

Co-organizer Johnson College of Business Marketing Workshop – Spring 2017, Fall 2017, Spring 2018

Organizer, Eye Tracking Laboratory (dEYEson)