

# Geoff Fisher

## **Contact Information:**

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## **Professional Experience:**

Associate Professor of Marketing (with tenure), Cornell University, SC Johnson College of Business, 2023 – present.  
Assistant Professor of Marketing, Cornell University, SC Johnson College of Business, 2015 – 2023.

## **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, Behavioral Economics, Consumer Neuroscience

## **Publications:**

Fisher, Geoffrey and Kaitlin Woolley (2023). “How Consumers Resolve Conflict over Branded Products: Evidence from Mouse Cursor Trajectories,” *Journal of Marketing Research*, forthcoming.

Fisher, Geoffrey (2023). “Measuring the Factors Influencing Purchasing Decisions: Evidence from Cursor Tracking and Cognitive Modeling,” *Management Science*, 69(8), 4558-4578.

Fisher, Geoffrey, Matthew McGranaghan, Jura Liaukonyte, and Kenneth Wilbur (2023). “Price Promotions, Beneficiary Framing, and Mental Accounting,” *Quantitative Marketing and Economics*, 21, 147-181.

Chao, Matthew and Geoffrey Fisher (2022). “Self-Interested Giving: The Relationship Between Conditional Gifts, Charitable Donations, and Donor Self-Interestedness,” *Management Science*, 68(6), 4537-4567.

Fisher, Geoffrey (2021). “A Multiattribute Attentional Drift Diffusion Model,” *Organizational*

*Behavior and Human Decision Processes*, 165, 167-182.

Fisher, Geoffrey (2021). "Intertemporal Choices are Causally Influenced by Fluctuations in Visual Attention," *Management Science*, 67(8), 4961-4981.

Setton, Roni, Geoffrey Fisher, and R. Nathan Spreng (2019). "Mind the Gap: Congruence Between Present and Future Motivational States Modulates Prospective Decision-Making," *Neuropsychologia*, 132, 107130.

McGranaghan, Matthew, Jura Liaukonyte, Geoffrey Fisher, and Kenneth Wilbur (2019). "Lead Offer Spillovers," *Marketing Science*, 38(4), 643-668.

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.

### **Teaching:**

Behavioral Economics and Managerial Decisions, 2019-present

Marketing Research, 2016-present

PhD Seminar in Behavioral Marketing, Spring 2023

Consumer Neuroscience, 2016-2020

### **Honors, Awards, and Fellowships:**

Dyson Outstanding Early Career Achievement Award, 2022

Cornell Center 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:**

LEEDR Seed Grant, \$1,000, 2022

LEEDR Seed Grant, \$1,000, 2020

Cornell Center for Social Science Small Grant, \$10,000, 2019

Cornell Center for Social Science Faculty Fellowship Grant, \$10,000, 2018-2019

Business of Food Small Grants Program, SC Johnson College of Business, \$7,250, 2018

Foundation for Food and Agriculture Research Award, \$300,000, 2016-2019  
USDA National Institute of Food and Agriculture, HATCH Project 1010381, \$75,000, 2016-2019.

**Professional Service:**

Journal Referee: *American Economic Review, Appetite, Applied Economics, Cognition, Cognitive Psychology, Decisions in Economics and Finance, Economic Inquiry, Journal of Economic Behavior & Organization, Journal of Economics & Management Strategy, Journal of the European Economic Association, Journal of Experimental Psychology: General, Journal of Experimental Psychology: Learning, Memory, and Cognition, Journal of Marketing Research, Journal of Neuroscience Psychology and Economics, Journal of Political Economy, Judgment and Decision Making, Management Science, Organizational Behavior and Human Decision Processes, Psychological Review, Quarterly Journal of Economics, Review of Economics and Statistics*

Grant Reviewer: Howard AMA Doctoral Dissertation Award, National Science Foundation, Israel Science Foundation

Conference Reviewer: Society of Judgment and Decision Making, Society for Consumer Psychology

**College and University Service:**

Marketing Area PhD Committee: Member, Spring 2023; Chair, Summer 2023 – present  
Director of the Cornell Eye Tracking Laboratory, 2015-present

Dyson Undergraduate Studies Committee: Member, 2017-2018, 2023 – present

Dyson Curriculum Review Implementation Committee, 2023 – present

Faculty Search Committee Member: Marketing, 2017, 2018, 2022, 2023; Development Economics, 2017-2018.

Co-organizer SC Johnson College of Business Marketing Workshop: Spring 2017, Fall 2017, Spring 2018, Fall 2019, Spring 2020, Spring 2022

Co-organizer SC Johnson College of Business Marketing Research Camps: 2018, 2020, 2022-2023

Reappointment Ad Hoc Committee Chair, Spring 2023 (two cases)

Dyson Awards Committee: Member, 2020-2023