

# Geoff Fisher

## **Contact Information:**

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## **Professional Experience:**

Assistant Professor of Marketing, Cornell University, Dyson School at 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, Behavioral Economics, Consumer Neuroscience

## **Publications:**

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

Fisher, Geoffrey, Matthew McGranaghan, Jura Liaukonyte, and Kenneth Wilbur (2023). "Price Promotions, Beneficiary Framing, and Mental Accounting," *Quantitative Marketing and Economics*, forthcoming.

Fisher, Geoffrey (2023). "Measuring the Factors Influencing Purchasing Decisions: Evidence from Cursor Tracking and Cognitive Modeling," *Management Science*, forthcoming.

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

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:**

2020, LEEDR Seed Grant, \$1,000

2019, Cornell Center for Social Science Small Grant (with Adam Anderson and Vaida Rimeikyte), \$10,000

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

2018, Business of Food Small Grants Program, SC Johnson College of Business (with Kaitlin Woolley), \$7,250

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

2016-2019, USDA National Institute of Food and Agriculture, HATCH Project 1010381, \$75,000

**Professional Service:**

Journal Referee: *American Economic Review, Appetite, Applied Economics, Cognition, 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 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

Faculty Search Committees at Cornell: 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

Director of the Cornell Eye Tracking Laboratory