

# 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 (2024). “How Consumers Resolve Conflict over Branded Products: Evidence from Mouse Cursor Trajectories,” *Journal of Marketing Research*, 61(1), 165-184.

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:**

1<sup>st</sup> Place Blue Ribbon Cookie, New York State Fair, 2024  
 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:**

2022, LEEDR Seed Grant, \$1,000  
 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, 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, 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, Psychonomic Bulletin & 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: Behavioral Decision Research in Management, Society of Judgment and Decision Making, Society for Consumer Psychology

**College and University Service:**

Marketing Area PhD Committee: Member, Spring 2023; Chair/Coordinator, 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)

Reappointment Ad Hoc Committee Chair, Fall 2023

Dyson Awards Committee: Member, 2020-2023