Geoff Fisher

Contact Information:

340C Warren Hall
Cornell University
Ithaca, NY 14853
Email: gwf25@cornell.edu
Office Phone: 607-255-9971
geoffreywfisher.github.io

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:

Kang, Jeffrey and Geoffrey Fisher (2025). "The Relationship Between Intertemporal and Attentional Discounting," ***Journal of Experimental Psychology: General,*** forthcoming.

Fisher, Geoffrey (2025). "Triangulating Decision-Making Via Choices, Eye Fixations, and Reaching Trajectories," ***Organizational Behavior and Human Decision Processes***, 189, 104421.

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.

Other Publications:

Chapman, Jonathan and Geoffrey Fisher (2026). "Preference Elicitations." In E. Snowberg and L.Yariv (Eds.), *Handbook of Experimental Methodology* (1st ed.). Elsevier.

Shu, Suzanne, Geoffrey Fisher, David Just, and Stephen Shu (2025). "Advancing Behavioral Economics Research for Health and Finance." *The Behavioral Economics Guide*.

Teaching:

Behavioral Economics and Managerial Decisions, 2019-present
Marketing Research, 2016-2024
PhD Seminar in Behavioral Marketing, Spring 2023, Spring 2025
Consumer Neuroscience, 2016-2020

Honors, Awards, and Fellowships:

1st 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:

2025, Cornell Center for Social Science Research Grant (with Hyejin Kim), $3,720
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 Consumer Research, 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, Scientific Reports*

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

Conference Reviewer: Association for Consumer Research, 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 – Summer 2025.
Director of the Cornell Eye Tracking Laboratory, 2015-present
Dyson Undergraduate Studies Committee: Member, 2017-2018, 2023 – 2025

Tenure and Promotion Ad Hoc Committee Member, Fall 2024
Dyson Curriculum Review Implementation Committee, 2023
Faculty Search Committee Member: Marketing, 2017, 2018, 2022, 2023, 2025; 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