

ALEXANDER GOLDKLANK FULMER

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Education

Yale University, New Haven, CT

- Ph.D., *Behavioral Marketing* Expected: May 2023
Dissertation: "Questioning the Intuitive Preference for Intentionality"
Committee: Taly Reich (Advisor), Ravi Dhar, Kelly B. Herd, Gal Zauberger
- Master of Science in Behavioral Marketing Dec 2020
- Master of Arts in Behavioral Marketing Dec 2020
- GRE Scores: **166/170** Verbal, **168/170** Quantitative, **6/6** Writing

Columbia University in the City of New York, New York, NY

- Psychology Postbaccalaureate Certificate July 2017
- Cumulative **G.P.A 4.14**

Cornell University, The School of Hotel Administration, Ithaca, NY

- Bachelor of Science - *Summa Cum Laude* May 2015
- Cumulative **G.P.A 4.06, Class Rank 1/244**

Wesleyan University, Middletown, CT

Sept 2011-May 2012

- Cumulative **G.P.A 3.96**

The Dalton School, New York, NY

June 2011

- Chosen to be one of three student speakers at graduation.

Research Interests

Consumer behavior, social psychology, unintentionality, product biography

Job Market Paper

Fulmer, Alexander G. and Taly Reich, "How Selection Can Beget Fun: Examining A New Product Selection Method," *Revise and Resubmit at the Journal of Marketing Research*.

Publications

Fulmer, Alexander G. and Taly Reich (conditionally accepted), "The Biography of Discovery: How Unintentional Discovery of Resources Influences Choice and Preference," *Journal of Experimental Psychology: General*.

Fulmer, Alexander G. and Taly Reich (2022), "Unintentional Inception: When a Premium is Offered to Unintentional Creations," *Personality and Social Psychology Bulletin*, 1-13.

Selected Press: [Yale Center for Customer Insights](#)

Reich, Taly, Alexander G. Fulmer, and Ravi Dhar (2022), “In the Face of Self-threat: Why Ambivalence Heightens People’s Willingness to Act,” *Organizational Behavior and Human Decision Processes*, 168, 1-12.

Selected Press: [The Wall Street Journal](#), [Harvard Business Review](#), [The New York Times](#)

Reich, Taly, Sam Maglio, and Alexander G. Fulmer (2021), “No Laughing Matter: Why Humor Mistakes are More Damaging for Men than Women,” *Journal of Experimental Social Psychology*, 96, 1-17.

***#5 on SPSP’s 10 most accessed articles of 2021.**

Selected Press: [The Wall Street Journal](#), [Yale Insights](#)

Select Research in Progress

Fulmer, Alexander G., Taly Reich, and Sam Maglio, “Failure Counts (but Success Doesn’t): Evidence for an Attributional Asymmetry in the Evaluation of Others’ Financial Outcomes,” *Under review at Cognition*.

Reich, Taly, Alexander G. Fulmer, and Kelly B. Herd, “A New Brainstorming Strategy: How Unintentionality Promotes Ideation,” *Under review at the Journal of Personality and Social Psychology*.

Reich, Taly and Alexander G. Fulmer, “Performance-Based Decoupling: When Creator and Creation Diverge,” *Manuscript in preparation for submission*.

Fulmer, Alexander G. and Helen Chun, “Caring for Your Own People, or Your Community? How Consumers Identify with Companies Holding Internal vs. External CSR Orientation,” *Data collection in progress*.

Academic Awards and Honors

Redleaf Fellowship (Yale) Jan 2022

- Awarded \$5,000 for pursuing research in behavioral science across functional groups.

AMS-Mary Kay Dissertation Proposal Award Finalist Jan 2022

- Selected as one of three finalists for the Mary Kay Dissertation Proposal Award at the *Academy of Marketing Science*.

AMA-Sheth Doctoral Consortium Fellow (UT Austin) Nov 2021

- Nominated by Yale’s behavioral marketing faculty to attend the 2022 AMA-Sheth Doctoral Consortium.

Graduate Student Travel Award, SPSP Sept 2021

- Awarded \$500 for strength of research submission to SPSP’s 2022 conference.

Summa Cum Laude (Cornell) May 2015

- Awarded Summa Cum Laude for highest evaluation of Latin Honors Thesis and top 1% academic performance.

Merrill Presidential Scholar (Cornell) May 2015

- Selected for academic excellence, strong leadership ability, and demonstrated potential for contributing to society; recognized at a luncheon by Cornell University President David Skorton and Deans of all Cornell undergraduate colleges.

Joseph Drown Award Finalist (Cornell) March 2015

- Selected for entrepreneurial spirit and leadership ability, given \$1,000 prize and recognized at senior awards ceremony by Dean of Cornell Hotel School.

First Degree Marshall (Cornell) Feb 2015

- Selected by Dean to represent Cornell Hotel School on stage at university-wide graduation ceremony.

Funding for Research from the Center for Hospitality Research (Cornell) Dec 2014

- Awarded full funding to conduct research for Latin Honors Thesis by Center for Hospitality Research.

Invited Talk

Cornell University, Johnson Graduate School of Management April 2022

Conference Presentations

Fulmer, Alexander G., Taly Reich, and Sam Maglio (2022), "Failure Counts (but Success Doesn't): Evidence for an Attributional Asymmetry in the Evaluation of Others' Financial Outcomes," Accepted for upcoming paper presentation at the *Association for Consumer Research*.

Fulmer, Alexander G. and Taly Reich (2022), "How Selection Can Beget Fun: Examining A New Product Selection Method," Paper to be presented at the *Lynne & Andrew Redleaf Foundation Graduate Student Conference*.

Fulmer, Alexander G. (2022), "Questioning the Intuitive Preference for Intentionality," Dissertation proposal presented at Mary Kay Dissertation Proposal Award competition at the *Academy of Marketing Science*.

Fulmer, Alexander G. and Taly Reich (2022), "The Biography of Discovery: How Unintentional Discovery of Resources Influences Choice and Preference," Paper presented at the *Society for Consumer Psychology*.

Reich, Taly, Alexander G. Fulmer, and Ravi Dhar (2022), "In the Face of Self-threat: Why Ambivalence Heightens Consumers' Willingness to Act," Paper presented at the *Society for Consumer Psychology*.

Reich, Taly, Sam Maglio, and Alexander G. Fulmer (2022), "No Laughing Matter: Why Humor Mistakes are More Damaging for Men than Women," Paper presented at the *Society for Personality and Social Psychology*.

Reich, Taly, Alexander G. Fulmer, and Ravi Dhar (2022), "In the Face of Self-threat: Why Ambivalence Heightens People's Willingness to Act," Paper presented at the *Society for Judgment and Decision Making*.

- Reich, Taly, Alexander G. Fulmer, and Kelly Herd (2022), “Embracing Unintentionality: Why Focusing on Unintentional Outcomes in Malleable Domains Promotes Ideation,” Paper presented at the *Society for Judgment and Decision Making*.
- Reich, Taly, Alexander G. Fulmer, and Ravi Dhar (2021), “In the Face of Self-threat: Why Ambivalence Heightens Consumers’ Willingness to Act,” Paper presented at the *Association for Consumer Research*.
- Fulmer, Alexander G. and Taly Reich (2021), “A New Promotional Strategy: Chance Selection of Products for Promotion,” Paper presented at the *Society for Consumer Psychology*.
- Reich, Taly, Alexander G. Fulmer, and Kelly B. Herd (2021), “A History of Failed Intentions: Why Focusing on Unintentional Outcomes Promotes Ideation,” Paper presented at the *Society for Consumer Psychology*.
- Fulmer, Alexander G. and Taly Reich (2020), “Found, Not Created: How Unintentionality in an Object’s Discovery Increases Preference,” Paper presented at the *Association for Consumer Research*.
- Fulmer, Alexander G. and Taly Reich (2020), “Unintentional Inception: Why Unintentionality Increases Quality Perceptions of Artistic Products,” Paper presented at the *Association for Consumer Research* in special session: *Cognitive Influences on Consumption Experiences*.
- Reich, Taly, Alexander G. Fulmer, and Kelly B. Herd (2020), “A History of Failed Intentions: When Focusing on Unintentional Outcomes Promotes Ideation,” Paper presented at the *Association for Consumer Research*.
- Fulmer, Alexander G. and Taly Reich (2019), “Vicarious Gamification: How Chance Selection of Products For Promotion Increases Preference,” Paper presented at the *Association for Consumer Research*.
- Fulmer, Alexander G. and Helen Chun (2015), “Does Consumer Excitement about Free Products Fade Over Time? The Strategic Use of Free Promotions,” Paper presented at the *Cornell Hospitality Research Summit*.

Other Research Experience

Data Coordinator, The Higgins Lab (Columbia) Jan 2017-June 2017

- Assigned data entry tasks and created data inventory model documenting speed dating study events.

RA, The Couples Lab and The Higgins Lab (Columbia) Sept 2016-June 2017

- Conducted experiments examining trust formation and support in interpersonal interaction between strangers and within couples. Trained in applying physiological sensors to detect and read subjects’ heart rate and blood pressure during activities.
- Conducted speed dating study examining the influence of shared reality creation on perceived attractiveness between strangers.
- Ran participants through study examining shared reality creation through social media and coded written responses.

Experimental Research for Latin Honors Thesis (Cornell) Aug 2014-April 2015

- Designed and conducted experimental research on Cornell University students to examine the perceived enjoyment of free products relative to that of discounted products and full price products over time.
- Analyzed findings, wrote, and presented an original thesis at Cornell Hospitality Research Summit.

Teaching

Teaching Assistant, Strategic Communication (Yale) March 2019-Present

- Selected by Professor Taly Reich to lead MBA student presentation sessions, grade student assignments, address individual student concerns, and provide feedback throughout the semester.

Selected Service

Conference Reviewer

- *Society for Consumer Psychology* 2020 & 2021
- *Association for Consumer Research* 2021

Extracurricular Activities

Graduate Affiliate, Silliman College (Yale) Oct 2017-Present

- Advise undergraduates and lead events such as a trip to Ellis Island and literary salons.

Community Fellow, 272 Elm Street Graduate Housing (Yale) Aug 2018-June 2019

- Selected as a resident advisor in care of 81 graduate residents; held regular office hours to address resident concerns and planned frequent dorm events.

Work Experience

MBI, Inc., Product Manager, Norwalk, CT July 2015-July 2016

- Managed 50+ consumer goods (\$6 million in annual sales) through entire product life cycle. Oversaw product development, marketing material creation, and marketing campaign implementation.
- Analyzed historical data on potential profit of different customer segments to construct marketing plans.
- Projected marketing performance, profit, and customer retention through two fiscal years for all products.

UBS Private Wealth Management, New York, NY June 2014-Aug 2014

- Learned how personal financial advice impacts client business decisions. Researched private equity funds for third party investment proposals, updated asset allocations and investment proposals, reviewed performance of team's small/mid cap funds.

Skills/Interests

- Comprehensive knowledge of SPSS, MS Excel (comfort w/ business modeling), Word, and PowerPoint.
- Strong public speaking and communication skills.

Professional Affiliations

- Society for Consumer Psychology
- Association for Consumer Research
- Academy of Marketing Science
- Society for Personality and Social Psychology
- Society for Judgement and Decision Making

References

Taly Reich (Principal Dissertation Advisor)
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