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Sungjong Roh

Sungjong Roh received his Ph.D. at Cornell University and is currently an Assistant Professor at the Lee Kong Chian School of Business at Singapore Management University. Sungjong's research broadly seeks to draw managerial insights and motivate consumers to form preferences and behaviors in line with their well-being. His recent work focuses on the causes and consequences of time (i.e. temporal cues, orientations, and perceptions) in shaping managerial and consumer judgments and decisions.

Much of Sungjong's research employs randomized experiments and computerized analysis of archival data using computer programs such as Python, R, and LIWC. Sungjong's doctoral dissertation was supported by the National Science Foundation's Decision, Risk, and Management Sciences Program, and his work has appeared in Social Cognition, PLoS ONE, Health Psychology, Risk Analysis, and other venues.



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