SUYEON CHO

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EDUCATION

Cornell University, SC Johnson Graduate School of Management — Ithaca, New York, USA
Ph.D. in Marketing, Management — Aug 2024 – Present

Korea University, Korea University Business School — Seoul, South Korea
Master of Science, Marketing — 2024

Korea University — Seoul, South Korea
Bachelor of Arts (Chinese Literature and Language) — 2022
Bachelor of Business Administration (Double Major)

RESEARCH INTERESTS

Numerical cognition | Human-AI Interaction | Psycholinguistics | Cognitive Psychology

WORKING PAPERS

Titles redacted

"Quality Judgments" with Kwanho Suk — *Under Review at JCR*
"Rating Judgments 1" with Deepak Sirwani, Manoj Thomas — *Work in Progress*
"Rating Judgments 2" with Kwanho Suk and Manoj Thomas — *Work in Progress*
"Cognition" with Stijn M.J. van Osselaer and J. Edward Russo — *Work in Progress*

CONFERENCE PRESENTATIONS

Suyeon Cho, Deepak Sirwani, and Manoj Thomas (October, 2025), "The Rating Range Effect: Why 10 Stars Win Over 5 Stars.", Special Session: How the Format and Framing of Numerical Information Influences Consumer Decisions, *Association for Consumer Research*, Washington, DC.

Suyeon Cho, Deepak Sirwani, and Manoj Thomas (March, 2026), "Deceptive Ratings: How Rescaling Ratings Deceive Consumers", Special Session: The Boundaries of Consumer Review Reliance, *Society for Consumer Psychology*, San Diego, CA.

HONORS & AWARDS

Byron E. Grote, MS '77, PhD '81 Johnson Professional Scholarship — Nov 2025
Research assistant scholarship, Korea University — Mar 2023
Administrative assistant scholarships, Korea University — Dec 2022 – Present
Mentoring Program Scholarships — Feb 2023

Research assistant scholarship, Korea University	Mar 2022
Leadship Intern Scholarships, Korea University	Mar 2019
Global Leader Scholarships, Korea University	Sep 2019
Semester High Honors	2017, 2019, 2021

TEACHING EXPEREINCES

Guest Lecturer, Cornell University	Spring 2026
Marketing Research (AEM 4410/5410; HADM 3430)	
Community-Engaged Learning and Teaching for Business Facilitator program	Spring 2024
Teaching Assistant, Korea University	
Advertising management (Prof. Jinhee Choi)	Spring 2022
Exploring Psychology (Prof. Hyungsoo Jung)	Fall 2017