

Brandon KOH Yuan Rui

Singapore Management University, School of Social Sciences
brandonkoh@smu.edu.sg

EDUCATION

- 2014 – 2019 **Ph.D. in Psychology**
Singapore Management University
- SMU Presidential Doctoral Fellow (2018 - 2019)
Raw GPA: 4.2 / 4.0
- Advisors: Assoc. Prof. Angela Leung
 Asst. Prof. Tsai Ming-Hong
- Dissertation: “I want to be busy: Instrumental regulation of busyness among conscientious individuals”
- Committee: Assoc. Prof. Angela Leung,
 Prof. David Chan,
 Assoc. Prof. William Tov and
 Asst Prof. Lee Kai Chung Albert (NTU)
- 2014 – 2016 **Master of Science in Psychology**
Singapore Management University
- Thesis: “A time for creativity: How future-oriented schemas facilitate creativity”
- Committee: Assoc. Profs. Angela Leung, Cheng Chi-ying, and
 Prof. David Chan
- 2010 – 2012 **Bachelor of Science (Second Upper Honors) in Psychology**
Cardiff Metropolitan University

EMPLOYMENT

- Aug 2019 – Current **Singapore Management University**
Adjunct Faculty for Research Methods I
- Teaching Evaluation:
Overall Rating 6.6 of 7.0, ~83rd percentile among all faculty.
- Jun 2019 – Current **Singapore University of Social Science**
Lecturer, S R Nathan School of Human Development
- Apr 2019 – Aug 2019 **Temasek Polytechnic**
Adjunct Lecturer (Psychology)
School of Humanities and Social Sciences

Aug 2018 – Dec 2018	Singapore Management University Graduate Instructor for Research Methods I Teaching Evaluation: Overall Rating 6.4 of 7.0, ~70 th percentile among all faculty. >90 th percentile for availability, helpfulness, and concern for students.
Aug 2018 – Apr 2019	Singapore University of Technology and Design Research Consultant
Mar 2014 – Jul 2014	Cardiff Metropolitan University Lecturer, Psychology Based in East Asia Institute of Management
Apr 2013 – Aug 2014	Temasek Polytechnic Adjunct Lecturer (Psychology) School of Humanities and Social Sciences
Sep 2012 – Jun 2014	Singapore University of Social Science Research Associate
Jun 2012 – Jun 2014	Consultant Authored grant proposals, developed psychometric assessments, and also delivered workshops for clients including: Performance Leadership Pte Ltd (2012-2014) Grace Counselling Centre (2012-2014)

RESEARCH PUBLICATIONS

- Koh, B., & Leung, A. K.-y.** (2019). A time for creativity: How future-oriented schemas facilitate creativity. *Journal of Experimental Social Psychology*.
- Tsai, M. H., & Wee, S., & **Koh, B.** (2019). Inter-rater calibration training versus frame-of-reference training and its effects on rater consistency and accuracy. *Journal of Organizational Behavior*.
- Leung, A. K.-y., Liou, S.⁺, Miron-Spektor, E.⁺, **Koh, B.**, Chan, D., Eisenberg, R., & Schneider, I. (2018). Middle ground approach to paradox: Within- and between-culture examination of the creative benefits of paradoxical frames. *Journal of Personality and Social Psychology*, 114(3), 443-464.
⁺ The authors contributed equally to this work.
- Leung, A. K.-y., & **Koh, B.** (2019). Understanding pro-environmental intentions by integrating insights from social mobility, cosmopolitanism, and social dominance. *Asian Journal of Social Psychology*, 22, 213-222.
- Leung, A. K.-y., & **Koh, B.** (2019). Psychological science of multiculturalism. In S. Kitayama, & D. Cohen (Eds.), *Handbook of cultural psychology* (2nd edition). New York: Guilford.

- Leung, A. K.-y., & **Koh, B.** (2018). The role of culture in theories of creative cognition. In A. K.-y. Leung, L. Y.-Y. Kwan, & S. Liou (Eds.), *Culture and creativity: Basic processes and applied innovations* (pp. 3-33). New York: Oxford University Press.
- Leung, A. K.-y., Liou, S.⁺, Tsai, M. H.⁺, & **Koh, B.** (2018). Mood-creativity relationship in groups: The role of equality in idea contribution in temporal mood effects. *Journal of Creative Behavior*. ⁺ *The authors contributed equally to this work.*
- Lee, S., Hartanto, A., Yong, J., **Koh, B.**, & Leung, A. K.-y. (2019). Examining the Cross-Cultural Validity of the Positive Affect and Negative Affect Schedule (PANAS) between an Asian (Singaporean) Sample and a Western (American) Sample. *Asian Journal of Social Psychology*.
- Leung, A. K.-y., **Koh, B.** & Lee, S. (in press). Culture and creativity in multicultural teams. In *Oxford research encyclopaedia of Psychology*. Oxford: Oxford University Press.

CONFERENCE ORGANIZED

Organizer and Chair, “Moral and creative benefits of a broadened sense of self”, symposium organized for the 30th Association for Psychological Science Annual Convention, San Francisco, CA, May, 2018.

CONFERENCE PRESENTATIONS

Invited Addresses

- Koh, B.** (2017). *A time for creativity*. Invited speaker at the TEDxNTU 2017: “Here’s to the Game Changers”, October 2017, Nanyang Technological University, Singapore.
- Koh, B.** (2017). *The schema for future innovation*. Invited presentation at the CrossRef LIVE Annual Conference, November 2017, Singapore.
- Koh, B.** (2017). *How future-oriented schemas facilitate creativity*. Invited presentation at the Behavioral Science Institute (BSI), September, 2017, Singapore.

Symposium/Paper Presentations

- Meurzec, R. W., **Koh, B.**, Koronis, G., Kang, J., Yogiama, C., Silva, A. (2019). Assessing regulatory focus differences in creative ideation: An examination of prevention and promotion mindsets on novelty and usefulness. International Conference on Engineering Design 2019, Delft, Netherlands.
[Top 10% Papers Award]
- Leung, A. K.-y., & **Koh, B.** (2019). *Understanding pro-environmental intentions by integrating insights from social mobility, cosmopolitanism, and social dominance*. Symposium paper presented at the 13th Asian Association of Social Psychology Conference, Taipei, July, 2019.

Koh, B. (2018). *How schemas of future societal progress broaden our creative thinking.*

Symposium paper presented at the 30th Association for Psychological Science Annual Convention, San Francisco, CA, May, 2018.

Leung, A. K.-y., Liou, S., Miron-Spektor, E., **Koh, B.**, Chan, D., Eisenberg, R., Schneider, I. (2017). *East Asia and middle ground approach: The case of creativity.* Symposium conducted at the 77th Annual Meeting of the Academy of Management, August 2017, Atlanta, GA.

Leung, A. K.-y., **Koh, B.**, & Phang, R. (2017). *The creative and well-being benefits of instrumental emotion regulation.* Paper presented at the 2017 Academy of Management Meeting under the *Academy of Management Perspective Showcase Symposium*, August 2017, Atlanta, Georgia.

Leung, A. K.-y., Miron-Spektor, E., Liou, S., **Koh, B.**, & Chan, D. (2017). *Creative benefits of paradox: Middle ground vs. integration approach.* Paper presented at the second biennial International Convention of Psychological Science (ICPS), March 2017, Vienna, Austria.

Leung, A. K.-y., Tam, K., & **Koh, B.** (2017). *Cosmopolitan orientation benefits the environment by increasing perceived threat of cultural sustainability by climate change.* To be presented at the Asian Association of Social Psychology Conference, August 2017, Auckland, New Zealand.

Leung, A. K.-y., Miron-Spektor, E., Liou, S., Chan, D. & **Koh, B.** (2016). *Unpacking the creative benefits of paradoxical frames: Between-person and between-culture analyses.* In L. Kwan (Chair), *Culture, creativity, and innovation.* Symposium conducted at the meeting of the International Association for Cross-Cultural Psychology, 23rd International Congress, August 2016, Nagoya, Japan.

Chan, C., Tan, K., Mehta, K., Chui, Y. P., Hassan, S., & **Koh, B.** (2013). *Designing e-Services for an Aging Society.* Paper presented at the Thirty Fourth International Conference of Information Systems, December 2013, Milan, Italy.

Poster Presentations

Koh, B., & Leung, A. K.-y. (2019). The instrumental self-regulated pursuit of busyness affect in the culture of busyness. Poster presented at the 2019 Annual Society for Personality and Social Psychology Convention, Feb, 2019, Portland, OR.

Phang, R., Leung, A. K.-y., Qiu, L., & **Koh, B.** (2017). Win, but not so much: The ideal percentage hypothesis. Poster presented at the second biennial International Convention of Psychological Science (ICPS), March 2017, Vienna, Austria.

Koh, B. (2015). *Refusal to believe that one has been deceived: Persistence of placebo effects after debriefing.* Poster presentation at National University of Singapore, National Psychology Graduate Student Conference, March, 2015, Singapore.

Hartanto, A. Yang, H. & **Koh, B.** (2015). *Investigating the relationship between early onset of actively playing video games and shifting aspects of executive control*. Poster presentation at the 27th APS Annual Convention, May, 2015, New York, NY.

CURRENT RESEARCH

Koh, B. I want to be busy: Instrumental regulation of busyness among conscientious individuals. [Dissertation Research]

Leung, A. K.-y., Liou, S., **Koh, B.** The role of inspiration in creative cognition: Capturing the fundamental yet elusive triggers of creative potentials.

Leung, A. K.-y., Tam, K., & **Koh, B.** Perceived cultural co-benefits of climate change mitigation motivates pro-environmental behaviors.

Koh, B., & Leung, A. K.-y. Can prevention-focused motivation enhance self-control?

THESIS SUPERVISION

/ ## denotes co-supervised senior thesis[#] or master's thesis^{##} students.

Lim, J. S. R.[#], Leung, A. K.-y., **Koh, B.** Motivating environmental consciousness among cosmopolitan individuals: Using messages framed with altruistic environmental concerns.

Bay, B. W. T.[#], **Koh, B.** Where do the young and old fit in an organization? Explaining work engagement and job satisfaction across age groups with regulatory focus theory.

Huang, T. J.^{##}, Leung, A. K.-y., **Koh, B.** How a paradox mindset alleviates tensions and facilitates the effective simultaneous pursuit of career and child-raising goals amongst working females. [Master's Thesis]

Huang, T. J.^{##}, Leung, A. K.-y., **Koh, B.** The value of paradox in reconciling the contradictions of working motherhood. [Senior Thesis]

Leung, A. K.-y., **Koh, B.,** Chong, C.[#] How our implicit beliefs about busyness invigorates or cripples work performance.

PRESS MEDIA

Koh, B. & Leung, A. K.-y. (2018, August 10). Feeling busy could be useful for you. *The Business Times*, 15. [[link](#)]

Koh, B. (2018, Feb 13). A time for creativity. *TEDx Talks, TEDxNTU*. [[link](#)]

PROFESSIONAL AND COMMUNITY SERVICES

Ad-hoc Journal Reviewer (publons.com/author/1235522/brandon-koh)

Journal of Cross-cultural Psychology (10 reviews since 2015)

Asian Journal of Social Psychology (4 reviews since 2016)

Master of Ceremonies

Behavioral Science Institute (BSI) 8th Annual Conference on “Much more than academic abilities” Singapore, 22 Feb, 2019.

Book Launch: “How working together matters: Adversity, aspiration, action”. Guest-of-Honor: Deputy Prime Minister Tharman. Behavioral Science Institute, Singapore, 27 Nov, 2018.

Behavioral Science Institute (BSI) 7th Annual Conference on “Public Trust in Singapore”, Singapore, 6 Feb, 2018.

HONORS AND AWARDS

2018-2019	Presidential Doctoral Fellowship Award Singapore Management University
2019	SMU-SOSS Conference Travel Award Singapore Management University
2014 – 2018	Full Graduate Scholarship Ministry of Education, Singapore Singapore Management University
2018	3MT School-Level Winner 3 Minute Thesis Competition, Singapore Management University
2017	3MT Competition Travel Award By Singapore Management University To represent Singapore and SMU in the Asia-Pacific 3MT Competition at the University of Queensland, Brisbane.
2017	3MT National-Level Winner 3 Minute Thesis Competition, Singapore Sponsored by Springer Nature
2017	3MT School-Level Winner 3 Minute Thesis Competition, Singapore Management University

TEACHING AND MENTORING EXPERIENCE

- 2020 Jan
2020 Aug **Adjunct Faculty**
PSYC105 Industrial-Organizational Psychology
Singapore Management University
- 2019 **Lecturer**
HRM203 Human Behavior in Organizations
Singapore University of Social Sciences
- 2019 **Adjunct Faculty**
PSYC110 Psychology Research Methods 1
Singapore Management University
- Teaching Evaluation: 6.6 / 7.0, ~83rd percentile among all faculty.
- 2019
(3 sections) **Adjunct Lecturer**
Experimental Design and Statistics
- Refreshed and delivered lectures and tutorials for Experimental research method and statistics.
- 2019
(20 supervisees) **Adjunct Lecturer**
Applied Psychology Project – A (Survey Design)
- Mentored 20 students to develop novel survey-based research investigating the factors that promote a growth mindset in students.
- 2018 **Graduate Instructor**
PSYC110 Psychology Research Methods 1
Singapore Management University
- Developed a highly original course structure and syllabus for Research Methods in Psychology. The course challenges students to critically evaluate research designs, propose original research, and engage in effective science communication within a highly interactive and cohesive learning environment.
- Teaching Evaluation: 6.4 / 7.0, ~70th percentile among all faculty.
- 2016 – 2019
(3 terms, 5 sections) **Teaching Assistant**
PSYC207 Psychology of Motivation
Singapore Management University
- Guest lecturer for the topics: “How Illusions in Self-Concept Impedes Self-Control”, and “The Creative Cognition Approach”
- 2018 **Teaching Assistant**
PSYC307 Psychology Study Mission
Singapore Management University

Coordinate and co-organized SMU's first psychology study mission trip to Taiwan. Theme: Culture and Creative Industries

2016-2018
(2 terms, 3 sections)

Teaching Assistant
PSYC208 Research Methods 2
Singapore Management University

Guest lecturer for the topics: Statistical Power and Z-tests
Mentored 77 students on conceptualization, design, and analyses across 15 experimental research group projects.

2018
(2 terms, 2 sections)

Teaching Assistant
Capstone Seminar for Social Sciences
Singapore Management University

Guest Speaker: "Who thrives under busyness? An instrumental emotion regulation account."

2013 – 2014
(4 terms, 11 sections)

Adjunct Lecturer
Introduction to Psychology
IT Applications for Humanities and Social Science
Temasek Polytechnic

2013 – 2014

Research Project Supervisor
Applied Research Project B
Temasek Polytechnic

Mentored 20 students for their penultimate year Applied Experimental Research Project

2014

Lecturer
Social Psychology, Cognitive Psychology, Counselling Psychology, and Personality and Individual Differences
Cardiff Metropolitan University
At East Asia Institute of Management

2013 – 2014

Private Tutor
Undergraduate Research Methods, Statistics, Advanced Statistics, and Biological Psychology