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|  |  | | Heesung Lee | | | | |  | | |  | |
| B-3902, 95 Hangangdae-ro, Yongsan-gu, Seoul, Republic of Korea 04378  2014100331@khu.ac.kr | | | | | | | | | | | | |
| **INTERESTS** | |  | | | | | | | | | | |
| Atypical Business Data Mining, Natural Language Processing, Sustainable Business, ESG, Financial Engineering | | | | | | | | | | | | |
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| **EDUCATION** | | | | | | | | | | | | |
| **Kyung Hee University**  *Undergraduate Student* | | | | | *Mar. 2014 ~ Present*  *Seoul, Korea* | | | | | | | |
| * Bachelor’s Degree in Business Management, overall 3.92 / 4.00 major 3.95 / 4.00 * Expected Graduation Date: Aug. 2020 | | | | | | | | | | | | |
| **Whimoon High School**  *High School Diploma* | | | | | *Mar. 2009 ~ Feb. 2012*  *Seoul, Korea* | | | | | | | |
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| **RESEARCH, COURSEWORK, & PUBLICATION** | | | | | | | | | | | | |
| **Kyung Hee University Center for Advanced Information Technology**  *Researcher (Advisor: Prof. Ohbyung Kwon)* | | | | | | | | |  | | | |
| I**nvestigating the Impact of Corporate Social Responsibility on Firm’s Short/Long-term Performance through Online Text Analytics**   * **ABSTRACT (Excerpt)**   Keywords related to CSR are extracted from atypical sources, such as newspapers, using text mining techniques to examine the relationship between CSR and firm performance (Lee et al., 2016).   * **PUBLICATION**   Lee, Heesung & Jin, Yunseon & Kwon, Ohbyung. (2016). Investigating the Impact of Corporate Social Responsibility on Firm's Short- and Long-Term Performance with Online Text Analytics. Journal of Intelligence and Information Systems. 22. 13-31. 10.13088/jiis.2016.22.2.013. | | | | | | | *Spring 2015 ~ Fall 2016*  *Seoul, Korea* | | | | | |
| **Near Real-time Prediction of Cryptocurrency Price Trend Using Extended Sentiment Analysis and Deep Learning**   * The speculative characteristic of cryptocurrency requires quick and accurate forecasting of price fluctuation. * Suggested a sentiment analysis and deep learning (GAN, weighted Leaky ReLU) mechanism using streaming text sources and minute-based currency price for accurate prediction. * This work was launched and funded by the Ministry of Education of the Republic of Korea and the National Research Foundation of Korea (NRF-2017S1A3A2066740). * Publication in progress. * **Service to be officially launched in 2020 in *Cointelegraph Korea*** | | | | | | | *Spring 2019 ~ Present*  *Seoul, Korea* | | | | | |
| **Sample Paper: A Study on the Relationship between the Value of Firm and …**   * Keywords: CSiR, Firm Reputation, Tobin’s Q * Will soon be submitted and updated. | | | | | | | *Summer 2018 ~ Present*  *Seoul, Korea* | | | | | |
| **Sample Paper: On Return Seasonality**   * Replicated Keloharju, Linnainmaa, and Nyberg (2016)’s work using Korean stock return data and found strong return seasonalities as well. * The abnormal alpha of Portfolio 5 is 1.244% per month, and it appears strongly significant with t-statistic of 4.09. | | | | | | | *Fall 2019 ~ Present*  *Seoul, Korea* | | | | | |
| **Sample Paper: The Role and Responsibility of the Media: Investor Sentiment and IPO Stock Exchange Trends**   * Researched the influence of pre-IPO (Initial Public Offering) corporations’ news coverage on stock exchange trends in the market upon public offering. * Researched the influence of media tone (mainly press comments) and analysis perspective on the stock exchange trends in the market. | | | | | | | *Fall 2019 ~ Present*  *Seoul, Korea* | | | | | |
| **Pointer Network Analysis of Financial Unstructured Data and Enterprise Value**   * Utilized the Pointer Network to examine and analyze the Corporate Social Responsibility of different companies. Mainly focused on analyzing unstructured data such as media reports and news articles. * Participated in the development process of a query system by implementing the pointer network analysis | | | | | | | *Fall 2018 ~ Winter 2018*  *Seoul, Korea* | | | | | |
| **Relevant University Coursework** | | | | | | | | | | | | |
| **Kyung Hee University Courses** | | | | | | | | | | *Spring 2014 ~ Present*  *Seoul, Korea* | | |
| * MGMT 1001 Business Statistics | | | | | | | | | | | | |
| * MGMT 1004 Business Mathematics | | | | | | | | | | | | |
| * MGMT 2001 Management Info Systems | | | | | | | | | | | | |
| * MATH 1101 Calculus I | | | | | | | | | | | | |
| * MATH 1102 Calculus II | | | | | | | | | | | | |
| * MATH 113409-21001 Linear Algebra | | | | | | | | | | | | |
| * MATH 2501 Probability and Statistics | | | | | | | | | | | | |
| * MGMT 3023 Data Analytics and Management | | | | | | | | | | | | |
| * MGMT 4027 Economics of Information and Strategy | | | | | | | | | | | | |
| * MGMT 7123 Econometrics (Graduate School Course) | | | | | | | | | | | | |
| **Online Courses** | | | | | | | | | | *Spring 2014 ~ Present* | | |
| * **An Introduction to Interactive Programming in Python**, *Rice University* * URL: https://www.coursera.org/account/accomplishments/verify/ZPL9JEG7LK | | | | | | | | | | | | |
| * **Pattern Discovery in Data Mining**, *University of Illinois-Urbana Champaign* * URL: https://www.coursera.org/account/accomplishments/verify/R2YJYNLLD4 | | | | | | | | | | | | |
| * **Machine Learning**, *Stanford University* * URL: https://www.coursera.org/account/accomplishments/verify/37XN2TZYD9GD | | | | | | | | | | | | |
| * **Neural Networks and Deep Learning**, *deeplearning.ai* * URL: https://www.coursera.org/account/accomplishments/verify/GRSUVE62ZZ76 | | | | | | | | | | | | |
| * **Improving Deep Neural Networks: Hyperparameter tuning, Regularization, and Optimization,** *deeplearning.ai* * URL: https://www.coursera.org/account/accomplishments/verify/UD6FTFJ3KHZS | | | | | | | | | | | | |
| * **Sequence Models**, *deeplearning.ai* * URL: https://www.coursera.org/account/accomplishments/verify/K2QLSKD77PA8), | | | | | | | | | | | | |
| **In-progress Courses** | | | | | | | | | |  | | |
| **Intro to Deep Learning with PyTorch,** *Udacity* | | | | | | | | | | | | |
| **Deep Learning,** *Udacity* | | | | | | | | | | | | |
| * **Machine Learning for Trading,** *Udacity* | | | | | | | | | | | | |
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| **WORK EXPERIENCE & LEADERSHIP** | | | | | | | | | | | | |
| **DeepSearch Inc. (UBERPLE)**  *Research Intern* | | | | | | | *Jul. 2018 ~ Aug. 2018*  *Seoul, Korea* | | | | | |
| * Carried out research on CSO doctorate thesis topic “Correlation between Unstructured Data in Finance and Credit Evaluation” * Assisted the 3rd Samsung Creative Square Fair * Participated in theme conceptualization project for Samsung Asset Management ETF (Exchange Traded Fund) in various fields such as secondary cell, mobile games, North Korea, and fried chicken industry. * Theme extraction through deep learning (CNN) and text mining. | | | | | | | | | | | | |
| **Ministry of Foreign Affairs**  *Military Service* | | | | | *Aug. 2015 ~ Jul. 2017*  *Seoul, Korea* | | | | | | | |
| * Worked for the Ministry of Foreign Affairs (Planning and Coordination Office, Ambassador’s Office, and Ministerial Candidate Office) during military service. * Assisted coordination of annual Ulchi-Freedom Guardian (UFG) exercise. * Assisted confirmation hearings for minister nominee Kang Kyunghwa. | | | | | | | | | | | | |
| **Shinhan Investment Corp.**  *Intern* | | | | *Jul. 2015*  *Seoul, Korea* | | | | | | | | |
| * Worked at the FICC department’s RP division and assisted briefing sessions about daily stock exchange trends and financial issues. * Worked at the Equity department’s Financial Derivative division. | | | | | | | | | | | | |
| **Kyung Hee University Publication Support Office**  *Lead Research Assistant* | | | | *Dec. 2018 ~ Feb. 2019*  *Seoul, Korea* | | | | | | | | |
| * Led the team of research assistants for publication of the book *IT and Business Analytics Systems in the Era of the 4th Industrial Revolution.* * Took responsibility in gathering data about business analytics chapters. * Acknowledged as co-author with other research assistants. | | | | | | | | | | | | |
| **Proseed (Business Studies Club) at Kyung Hee University**  *Seminar Chief* | | | | *Mar. 2018 ~ Dec. 2018*  *Seoul, Korea* | | | | | | | | |
| * Coordinated weekly seminar plots and managed discussions during seminars. * Planned and Conducted the official industry case study with Asan Foundation.   + **Case Study Clients:**   CJ 4D-Plex  GinGliders  NHN ent.  Dable  BearBetter  Simmons  NC Soft  Kolmar Korea. | | | | | | | | | | | | |
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| **HONORS & DISTINCTIONS** | | | | | | | | | | | | |
| **Ministerial (Byeongseh Yoon) Award,**  Ministry of Foreign Affairs | | | | | | | | | | | | *Dec. 2016*  *Seoul, Korea* |
| * For excellence in departmental duties and publication of research paper *Investigating the Impact of Corporate Social Responsibility on Firm’s Short/Long-term Performance through Online Text Analytics* (Lee et al., 2016) | | | | | | | | | | | | |
| **Ministerial Award**  Ministry of Foreign Affairs | | | | | | *May. 2016*  *Seoul, Korea* | | | | | | |
| * For excellence in departmental duties. | | | | | |  | | | | | | |
| **Grand Prize**  Kyung Hee University, Education Innovation Center | | | | | | *Oct. 2019*  *Seoul, Korea* | | | | | | |
| * For excellence in research paper publication * Awarded scholarship by the amount of $250 | | | | | |  | | | | | | |
| **Academic Student Scholarship (Junior year)**  Kyung Hee University | | | | | | *Jul. 2018*  *Seoul, Korea* | | | | | | |
| * For excellence in thesis publication * Award Amount: $1,000 | | | | | |  | | | | | | |
| **Superiority Scholarship (All Semesters of Enrollment)**  Kyung Hee University | | | | | | *Mar. 2014 ~ Present*  *Seoul, Korea* | | | | | | |
| * For excellence in academic performance with the highest GPA in the department of business management * Award Amount: $3,500 \* 7 Semesters | | | | | | | | | | | | |
| **Best Portfolio Award (Grand Prize)**  Kyung Hee University | | | | | | *Nov. 2018*  *Seoul, Korea* | | | | | | |
| * For excellence in an academic portfolio in all Kyung Hee University departments. | | | | | | | | | | | | |
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| **TECHNICAL SKILLS** | | | | | | | | | | | | |
| **Language Skills**   * **Native** in Korean * **Fluent** in English language (Reading, Writing, Listening, Speaking)   + IBT TOEFL   + GRE Verbal 152 | | | | | | | | | | | | |
| **Software Handling Skills**   * Python * R * STATA * Bloomberg Terminal * Thomson Reuters Eiko * Tableau * UCINET (Elementary) * SAS (Elementary) * JAVA (Elementary) | | | | | | | | | | | | |
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| **RESEARCH REFERENCES** | | | | | | | | | | | | |
| **Obyung Kwon**  Professor Kyung Hee University | | | | | Phone:  Email: obkwon@khu.ac.kr  Web: | | | | | | | |
| **Ted Ahn**  Chief Sales Officer (CSO)  Ph.D. Candidate in Finance  DeepSearch Inc. | | | | | Phone:  Email: tahn@deepsearch.com  Web: | | | | | | | |
| **Alpha Beta**  Professor  (직위) Kyung Hee University | | | | | Phone:  Email:  Web: | | | | | | | |