

# Taikgun Song

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<b>Address</b>	25 SW 5th TER #4111, Gainesville, FL 32601	<b>Email</b>	taikgun.song@warrington.ufl.edu
<b>Phone</b>	+1 (515) 203 9466		

**EDUCATION**      **University of Florida**, Gainesville, FL  
*Master of Arts*, Department of Marketing, 2018 – 2021  
Advisor: Steven Shugan

**Iowa State University**, Ames, IA  
*Master of Science*, Department of Statistics, 2014–2018  
Research topic: “Latent Dirichlet Allocation Models Considering Emojis”  
Advisor: Heike Hofmann

**Indiana University**, Bloomington, IN  
*Graduate Student*, Department of Mathematics, 2010–2012  
*Bachelor of Science* in Mathematics, 2010  
*Bachelor of Arts* in Chemistry, 2010

<b>SOFTWARE SKILLS</b>	<i>Languages:</i> R, Python, C++, SQL HTML5, JavaScript	<i>Type Setting:</i> L <sup>A</sup> T <sub>E</sub> X	<i>Content Management:</i> Git
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**PROFESSIONAL APPOINTMENT** **Lecturer** 2022 - Present  
University of Florida, Department of Information Systems and Operations Management,  
Gainesville, FL

**Adjunct Lecturer** 2021 - 2022  
University of Florida, Department of Marketing, Gainesville, FL

## PEER-REVIEWED ARTICLES

- [1] Park, S., **Song, T.**, and Sela, A. “The Effect of Subjectivity and Objectivity in Online Reviews: A Convolutional Neural Network Approach”. In: *Journal of Consumer Psychology*, special issue, (forthcoming).
- [2] Im, J., **Song, T.**, Kim, J., and Lee, Y. (2021). “Confirmatory aspect-level opinion mining processes for tourism and hospitality research: a proposal of DiSSBUS”. In: *Current Issues in Tourism*, 1-19.
- [3] Koupaei, D.M., **Song, T.**, Cetin, K. S., and Im, Jongho. (2020). “An assessment of opinions and perceptions of smart thermostats using aspect-based sentiment analysis of online reviews”. In: *Building and Environment*, 170, 106603.
- [4] Im, J., **Song, T.**, Kim, J., and Lee, Y. (2019). “Confirmatory Aspect-based Opinion Mining Processes”. In: *arXiv: 1907.12850*.

## PRESENTATION & POSTERS

- [1] Park, S.\*, **Song, T.**, & Sela, A. "The Effect of Linguistic Subjectivity and Objectivity in Online Reviews: A Convolutional Neural Network Approach". In: *ACR 2023 Conference*. Seattle, WA, USA, (Accepted)
- [2] Im, J., **Song, T.**, Lee, Y. S., & Kim, J.\* (2017). "A Confirmatory approach to extracting meanings from online customer reviews". In: *Proceedings of The 2017 AMA Conference*. San Francisco, CA.
- [3] **Song, T.\***, Im, J., Lee, Y., Kim, J. (2016). "A Translation Approach for Unstructured Online Reviews". In: *Joint Statistical Meetings*. Contributed Poster. Chicago, IL, USA
- [4] **Song, T.\***, Cho, S., Jeon, H. (2015). "Album Recommendation System Based on Random Forest Method and Mixed Effect Model". In: *Joint Statistical Meetings*. Contributed Presentation. Seattle, WA, USA
- [5] **Song, T.**, Cho, S., Jeon, H. (2015). "Estimate the trend of social atmosphere in the US by examining popular songs played over". In: *Statistical Graphics Working Group, ISU*. Invited Presentation. Ames, IA, USA

\* Denotes presenter

## TEACHING EXPERIENCE

### University of Florida, Gainesville, FL, USA

#### *Instructor*

MAR5806 - Problems and Methods in MKT MGMT  
MAR4803 - Marketing Management  
Overall Course Evaluation: 4.82/5.0

**Spring 2023 – Present**  
**Spring 2021, Spring 2022**

#### *Teaching Assistant*

QMB6942 - QMB6944 - Analytics Practicum  
QMB3302 - Foundations of Business Analytics & AI  
MAR7628 - Data Analysis (Doctor of Business Administration)  
MAR7671 - ML/AI & Data Visualization Methods for Research (DBA)  
QMB7565 - Statistical Research Methods (DBA)

**2021 – Present**

### Iowa State University, Ames, IA, USA

#### *Instructor*

STAT226 - Introduction to Business Statistics I  
STAT104 - Introduction to Statistics  
STAT101 - Principles of Statistics

**Fall 2017**  
**Spring 2015 – Spring 2016**

#### *Grader*

STAT104 - Introduction to Statistics

**Fall 2014**

### Indiana University, Bloomington, IN, USA

#### *Teaching Assistant - Conduct Recitation*

MATH M303 - Linear Algebra  
MATH M120 - Brief Survey of Calculus II  
MATH M119 - Brief Survey of Calculus I  
MATH D117 - Intro to Finite Mathematics II

**2011 – Spring 2012**

#### *Undergraduate Internship - Conduct Help Session*

MATH M119 - Brief Survey of Calculus I  
MATH M118 - Finite Mathematics

**2009 – 2010**

#### *Undergraduate Gradership - Grader*

MATH J112 - Intro to College Mathematics II  
MATH M101 - Mathematics for Elementary Teachers I  
MATH M025 - Precalculus Mathematics

**2008 – 2009**

## AWARDS & HONORS

**Butterworth Fellowship**, Department of Marketing, University of Florida 2018 - 2021

**Teaching Excellence Award**, Department of Statistics, Iowa State University 2018  
*Instructor*

Awarded to the distinguished graduate instructor; Overall Course Evaluation: 4.8/5.0

**Senior KATUSA**, 1ABCT, 2ID, US Army 2013 – 2014  
*Military Leadership*

Brigade Senior KATUSA, 1<sup>st</sup> Armored Brigade Combat Team, 2ID, US Army

**Certificate of Appreciation**, 1ABCT, 2ID, US Army 2014  
*Combat Translator*

Awarded for the contribution to the 1<sup>st</sup> Armored Brigade Combat Team

**Undergraduate Intern Award**, Department of Mathematics, Indiana University 2010  
*Undergraduate Intern*

Awarded to the top undergraduate instructor.

**Volunteer of the Year**, OIS, Indiana University 2009  
*OIS Voluntary Staff*

## LEADERSHIP & SERVICE

**Midwest Big Data Summer School**, Iowa State University 2017  
*Session Assistant*

The curriculum was designed for early career researchers to get them started in data-driven research. The session covered basics of R, data visualization, and data processing.

**Military Service**, KATUSA, Sergeant, ROKA 2012 – 2014  
*KATUSA–Korean Augmentation to the US Army*

Served as a supply specialist, brigade combat interpreter, and  
Senior KATUSA of the 1<sup>st</sup> Armored Brigade Combat Team, 2ID, 8th US Army

**Office of International Services**, Indiana University 2008 – 2012  
*Staff*

Voluntary staff member of the OIS at Indiana University. Help in-processing of new international students admitted to IU.