

# KYUNGHEE LEE, Ph.D.

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## ACADEMIC EXPERIENCE

**Mike Ilitch School of Business, Wayne State University**, Detroit, USA  
Assistant Professor, Information Systems Management (2017 – present)  
**Desautels Faculty of Management, McGill University**, Montreal, Canada  
Postdoctoral Research Fellow, Department of Information Systems (2016 – 2017)

## EDUCATION

**Korea Advanced Institute of Science and Technology (KAIST)**, Seoul, South Korea  
Ph.D. in Management Engineering (Major: Information Systems), 2016  
**Korea Advanced Institute of Science and Technology (KAIST)**, Seoul, South Korea  
M.S. in Management Engineering (Major: Information Systems), 2012  
**Korea Advanced Institute of Science and Technology (KAIST)**, Daejeon, South Korea  
B.S. in Electrical Engineering, *Summa cum laude*, 2010

## RESEARCH & TEACHING INTERESTS

Research: Digital platform, Marketing analytics, Smart mobility, Business value of IT  
Teaching: Data management, Business analytics, Empirical research methodology

## JOURNAL PUBLICATION

**Lee, K.**, Lee, B., and Oh, W. “Thumbs Up, Sales Up? The Contingent Effect of Social Reference Systems on Sales Performance in Social Commerce,” *Journal of MIS*, 2015, 32(4), pp. 109-143.  
**Lee, K.**, Kwon, H., Lee, B., Lee, G., Lee, J., Park, Y., and Shin, S. “Effect of self-monitoring on long-term patient engagement with mobile health applications,” *PLOS one*, 2018, 13(7), pp: e0201166  
- Chosen by AMIA (American Medical Informatics Association) 2018 Year in Review as one of the papers that “represent the most influential or significant work published during the period of September 2017 through September 2018” in the field of healthcare informatics.  
Tainsky, S., Mills, B., Hans, Z., **Lee, K.** “On the Road with Minor League Baseball Externalities,” *Journal of Sport Management*, 2019, 1(aop), pp. 1-10.

## MANUSCRIPTS UNDER REVIEW

**Lee, K.**, Jin, Q., Animesh, A., and Ramaprasad, J. “Are ride-hailing services sustainable? The impact of Uber on the transportation mode choices of drivers, riders, and walkers” Status: Conditionally accepted at *MIS Quarterly*  
**Lee, K.**, Han, K., Animesh, A., and Pinsonneault, A. “Does IT Matter to Acquisitions? The Impacts of IT Distance on Post-Acquisition Performance” Status: Minor revision at *MIS Quarterly*  
**Lee, K.**, Han, K., and Lee, B. “The Digital Distribution Strategy in Emerging E-book Markets: An Empirical Investigation,” Status: In preparation for submission to *Journal of Operations Management*  
Yu, J., **Lee, K.**, and Han, K. “The Impact of Cross-Country Cultural Differences on Post-M&A Performance,” Status: In preparation for submission to *Production and Operations Management*

## WORKING PAPERS

**Lee, K.**, Han, K., Animesh, A., and Pinsonneault, A. “Measuring IT risk of interfirm collaboration: the effect of IT distance on alliance performance,” Status: Draft completed.  
**Lee, K.**, Jin, Q., Animesh, A., and Ramaprasad, J. “Ride-sharing services to solve last-mile problems: a comparative case study of integrated mobility apps,” Status: data-collection completed  
**Lee, K.**, Han, K., and Lee, B. “One Price Fits All? Asymmetric Price and Promotional Elasticity across Content Distribution Channels,” Status: First draft completed.

## CONFERENCE PROCEEDINGS AND PRESENTATIONS

- “Are Ride-Hailing Platforms Sustainable? Impact of Uber on Public Transportation and Traffic Congestion,” with Jin, Q., Animesh, A., and Ramaprasad, J., presented at the *Workshop on Information Systems and Economics (WISE 2017)*, Seoul, South Korea, December, 2017.
- “Technological Distance of IT Systems and Acquisition Performance,” with Kunsoo Han, Animesh Animesh, and Alain Pinsonneault, presented at the *Conference on Information Systems and Technology (CIST 2017)*, Houston, USA, October, 2017.
- “One Price Fits All? Asymmetric Price and Promotional Elasticity across Content Distribution Channels,” with Kunsoo Han, Eunkyong Lee, and Byungtae Lee, presented at the *Workshop on Information Systems and Economics (WISE 2016)*, Dublin, Ireland, December, 2016.
- “The Digital Distribution Strategy in Emerging E-book Markets: An Empirical Investigation,” with Kunsoo Han, Eunkyong Lee, and Byungtae Lee, presented at the *Conference on Information Systems and Technology (CIST 2016)*, Tennessee, USA, November, 2016.
- “Can E-Book Enhance Paper Book Sales? Evidence from an Emerging E-Book Market,” with Kunsoo Han, Eunkyong Lee, and Byungtae Lee, presented at the *Workshop on Information Systems and Economics (WISE 2015)*, Texas, USA, December, 2015.
- “How Consumers’ Content Preference Affects Cannibalization: An Empirical Analysis on E-book Market,” with Kunsoo Han, Eunkyong Lee, and Byungtae Lee, Proceedings of the 35<sup>th</sup> *International Conference on Information Systems (ICIS 2014)*, Auckland, New Zealand, December, 2014.
- “How Consumers’ Content Preference Affects Cannibalization: An Empirical Analysis on E-book Market,” with Kunsoo Han, Eunkyong Lee, and Byungtae Lee, presented at the *Post-International Conference on Information Systems (ICIS) KrAIS Workshop*, Auckland, New Zealand, December, 2014.
- “The Effects of Self-feedback Function on the Continuous Use and Abandonment of mPHR,” with Hyeyon Kwon and Byungtae Lee, Proceedings of the 35<sup>th</sup> *International Conference on Information Systems (ICIS 2014)*, Auckland, New Zealand, December, 2014.
- “Dimensions and Information Introduced (ii): How Information Provided Weighs Differently When Number of Visual Dimensions Change,” with Byungtae Lee, Eunkyong Lee, and Dalwoo Nam, presented at the 64<sup>th</sup> annual meeting of the *International Communication Association (ICA 2014)*, Seattle, USA, May, 2014.
- “2D vs. 3D: The Effects of Additional Dimension in Visual Field on Information Processing,” with Byungtae Lee, Eunkyong Lee, and Dalwoo Nam, presented at the 63<sup>rd</sup> annual meeting of the *International Communication Association (ICA 2013)*, London, England, May, 2013.
- “Price Elasticity in Electronic Markets: Evaluating Quality and Product Information for Search and Experience Products,” with Byungtae Lee, Proceedings of the 17<sup>th</sup> *Pacific Asia Conference on Information Systems (PACIS 2013)*, Jeju, South Korea, June, 2013.
- “Price Elasticity in Electronic Markets: Evaluating Quality and Product Information for Search and Experience Products,” with Byungtae Lee, presented at the *AIS-Journals Joint Author Workshop*, Jeju, South Korea, June, 2013.
- “When Does The Recommendation of Other People Matter in Social Commerce Even Though They Have Not Purchased Either?” with Byungtae Lee, Proceedings of the 33<sup>rd</sup> *International Conference on Information Systems (ICIS 2012)*, Orlando, USA, December 2012.
- “An Empirical Study on Quality Uncertainty of Products and Social Commerce,” with Byungtae Lee, Proceedings of the 13<sup>th</sup> *International Conference on Electronic Commerce (ICEC 2011)*, Liverpool, UK, July, 2011.

## HONORS AND AWARDS

- Best Associate Editor, ICIS, 2020
- AMIA (American Medical Informatics Association) 2018 Year in Review
- Best Reviewer Award, KrAIS post-ICIS workshop, 2016
- Excellent Dissertation Award (PhD) in KAIST Business School, 2016
- Ph.D. Excellent Research Award in KAIST Business School, 2012
- Excellent Dissertation Award (MS) in KAIST Business School, 2012
- KAIST Business School Master Studies Fellowship, 2010-2011

## TEACHING EXPERIENCE

- Instructor, Data mining and analytics (Undergraduate at Wayne State University)
- Instructor, Database Management (Graduate at Wayne State University)

- Instructor, Database Systems (Undergraduate at Wayne State University)
- Instructor, Managing Data and Databases (Undergraduate at McGill University), Winter 2017
- Teaching Assistant, System Analysis & Modelling (Undergraduate at McGill University), Fall 2016
- Instructor for two-week independent Excel sessions, Information Systems (Undergraduate at McGill University), Spring 2016
- Teaching Assistant, System Analysis & Modelling (Undergraduate at McGill University), Winter 2016
- Teaching Assistant, IT management (MBA at KAIST), Summer 2013
- Teaching Assistant, E-business strategy (Executive MBA at KAIST), Spring 2013
- Teaching Assistant, E-business strategy (Executive MBA at KAIST), Fall 2012

## **TECHNICAL SKILLS**

- Mathematical/statistical software: MATLAB, SAS, SPSS, STATA, R, Mathematica
- Programming and Database languages: JAVA, C/C++, Python, PL/SQL

## **SERVICE ACTIVITIES**

- Journal reviewer: Management science, MIS Quarterly, Information Systems Research, Journal of MIS, European Journal of Information Systems, Decision Support Systems.
- Conference reviewer: ICIS, CIST, ICEC, PACIS, KrAIS
- Conference Track AE: PACIS 2019 (Social Media and Business Impact), PACIS 2020 (Security and Privacy), ICIS 2020 (Sharing Economy, Platforms, and Crowds), ICIS 2021 (IS for Resilience)
- Professional membership: AIS, INFORMS, SIM