

Haerang Lee

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EDUCATION

Ph. D. Consumer Science **Feb. 2023**

Seoul National University, Seoul, Korea
Dissertation Title: A Study on Consumers' Financial Anxiety

M.S. Consumer Science **Feb. 2013**

Seoul National University, Seoul, Korea
Thesis Title: A Study of Fund Investors' Information Search Behavior and its Typology

B.S. Consumer and Child Studies, Business Administration **Aug. 2009**

Seoul National University, Seoul, Korea

RESEARCH EXPERIENCE

Research Assistant Professor **Aug. 2023 - Present**

Research Institute of Human Ecology, Seoul National University, Seoul, Korea

Project title: Big data DB development and analysis based on agri-food consumption, nutrition and health data (Rural Development Administration, Consumer Information & Retailing Lab)

- Designed research projects and alternative approaches and discussed results with professor.
- Contributed to and actively participated in research conception, design and execution to address defined problems.
- Collaborated with three multidisciplinary team, 20 members to accomplish research goals.

Project title: Development of curriculum 'Veritas Practice: Community changing project_Moving towards an inclusive society' (Seoul National Univ. Dept. of Faculty of Liberal Education)

- Designed key frame for research and project development of curriculum courses.
- Planned and conducted interviews with students and community service experts for research

Graduate Research Assistant **Sep. 2021 -Dec. 2021**

Project title: Analysis on Consumer Evaluation on 3D Point Cloud (ETRI, Consumer Information & Retailing Lab)

- Conducted focus group interviews on 31 consumers consist of 6 teenagers under 30.

- Analyzed the interview qualitatively for research goals.

Graduate Research Assistant**Mar. 2021 -Jun. 2021**

Project title: Analysis on Consumer Counseling data in Hanhwa Life Care platform Service & Research for improvement of Consumer Satisfaction in Hanhwa Life Care Platform Service (Hanhwa Life Insurance Company, Consumer Information & Retailing Lab)

- Constructed research frame and consumer research tools.
- Analyzed quantitative data for research goals.
- Suggested insight for consumer satisfaction from data analysis .

Graduate Research Assistant**Sep. 2012 -Dec. 2012**

Project title: Research on ways to provide financial product information centered on financial consumers (Financial Service Commission of Korea, Consumer Information & Retailing Lab)

- Supported research frame setting and consumer research tools.
- Supported focus group interviews and analyzed quantitative data.

TEACHING EXPERIENCE

Instructor**Mar. 2023 - Present**

Dept. of Consumer Science, Seoul National University, Seoul, Korea

- Course title: **Consumer retailing, Consumer and Community-Based Project**
- Taught a process of retailing, types of retailing, and strengths & weaknesses of retailing channels, etc.
- Taught the role of consumers & consumer science in society, the concept of consumer inclusion & vulnerable consumers, and consumer responsibility, etc.

Dept. of Consumer Science, Chung-nam National University, Chungchung-Do, Korea

- Course title: **Consumer Qualitative Research Method**
- Taught a qualitative research methods used in consumer studies, case study of qualitative research utilized in market and academic research, etc.

PROFESIONAL EXPERIENCE

Assistant Researcher**Jun. 2013 - Jul. 2017**

Dept. of Financial Market Analysis & Dept. of Insurance Law Research, **Korea Insurance Research Institution(KIRI)**, Seoul, Korea

- Researched and analyzed Financial Consumer behavior, Consumer literacy, Insurance market trends, Insurance policy, & Financial Issues.

Banker**Feb. 2010 - Jul. 2011**

Industrial bank of Korea(IBK), Seoul, Korea

PUBLICATIONS

Rha, J. Y., **Lee, H. R.**, Kim, S.H., & Nam, Y., (2024). A Study on the Relationship between Purchases of Meal Kits and Home Meal Replacement, *Nutrition Research Practice*, 18(3), 425-435

Lee, H. R., Kim, J. H., & Rha, J. Y., (2024). The Impact of Physical, Financial, and Psychological Factors on Elderly Life Satisfaction, *Human Ecology Research*, 62(2), 261-278

Rha, J. Y., **Lee, H. R.**, & Kim, S. H., (2024). A Study on the Dietary Satisfaction According to the Dietary competence of Senior Consumers: Focusing on Single-Person Households. *Consumer Policy and Education Review*, 20(2), *publication confirmation*

Lee, H.R., & Rha, J. Y., (2023). Study on the Consumers' Financial Anxiety. *Financial Planning Review*, 16(2), 63-91.

Rha, J. Y., Nam, Y., Kim, S., & **Lee, H. R.**, (2023). A Study on the Consumers' Use of Meal Kits. *Journal of the East Asian Society of Dietary Life*, 33(2), 160-173.

Lee, H.R., & Rha, J. Y., (2019). The Case Study of Gamification in Finance, *Journal of Financial Consumer*, *Financial Planning Review*, 9(2), 5-26.

Lee, S., **Lee, H.**, Choe, H., Kim, R., & Rha, J. Y., (2018). A Study on Retirement Adaptation of Korean Retirees - Focusing on Wang's Resource-Based Dynamic Perspective -. *Financial Planning Review*. 2018;11(2): 31-66.

CONFERENCE PRESENTATIONS

Presentation

- Rha, J. Y., **Lee, H.R.**, Kim, S. H., & Kil, J. H., (2024). A Study on the Dietary Satisfaction of Senior Consumers Living Alone, Korean Society of Consumer Studies Spring Conference, Seoul, Korea.

Poster presentation

- Rha, J. Y., **Lee, H.R.**, Kim, S. H., & Kil, J. H., (2024). A Study on the Dietary Satisfaction of Senior Consumers Living Alone, International Federation and Human Economics, World Congress 2024, Galway, Ireland. *Scheduled for presentation.*
- Rha, J.Y., Jeon, Y.S., & **Lee, H.R.**, (2024) A Study on the Effects of Consumer Studies Service-Learning Courses: Focusing on Service-Learning for Senior Consumers, The Korean Home Economics Association, Spring Conference, Seoul, Korea.
- **Lee, H. R.**, Kim, S. H., & Rha, J. Y., (2023). A Study on factors influencing life satisfaction of the elderly: Focusing on psychological factors, The Korea Home Economics Association, Fall Conference, Seoul, Korea.
- Lee, S. J. & **Lee, H. R.** (2017). A Study on Retirement Adaptation of Korean Retirees: Focusing on Wang's Resource-Based Dynamic Perspective, Korean Academic Society of Financial Planning Winter Conference, Seoul, Korea.

AWARDS

Best paper prize, Korean Academic Society of Financial Planning Winter Conference, Seoul, Korea.	2023
Grand prize in Poster presentation,	2023

- The Korea Home Economics Association Fall Conference, Seoul, Korea.
- Grand prize, 『Excellent Research Support Project』 for graduate students, 2018
Korean Academy of Financial Consumers, Seoul Korea.
- Best paper prize, Korean Academic Society of Financial Planning 2018
Winter Conference, Seoul, Korea.
- Grand prize, Excellent thesis presentation by graduate students, 2012
Korean Academy of Financial Consumers, Seoul, Korea

RESEARCH PAPERS

- Byun, H. W., & **Lee, H. R.** (2015). Improving Financial Literacy on Insurance and Pension, KIRI, Research Paper, 15-3
- Kim, K. H., **Lee, H. R.** & Kang, M. K., (2014). A Study on the Improvement Information Privacy Law in Insurance, KIRI, Research Paper, 14-8.
- Lee, S. J., Kang, M. K., & **Lee, H. R.**, (2014). A Report for more Transparent Competition Policy of Korea Insurance Market, KIRI, Research Paper, 14-3.

CURRENT RESEARCH

- Lee, H., R.**, Jean, Y.S., & Rha, J., Y., (2024). A Study on the Effects of Consumer Studies Service-Learning Courses: Focusing on Service-Learning for Senior Consumers
- Lee, H., R.**, Jean, Y.S., & Rha, J., Y., (2024). A Study on the Role of Higher Education and Consumer Studies in Local Communities
- Lee, H., R.**, & Rha, J., Y., (2024). A Study on Type of Consumer Financial Anxiety. Journal of Financial Consumers, (Under Review).
- Lee, H., R.**, Kim, S. H., (2024). A study on Financial Resilience concept.
- Lee, H., R.**, & Kim, S. H., (2024). A Study on frame work Consumer resilience.
- Lee, H., R.**, Kang, M., J., & Kim, S., J., (2024). A Study on differences of food behaviors, nutrition level, and health status between single household and multi household.

PROFESIONAL ASSOCIATIONS

- International Federation and Human Economics (IFHE)
- Korean Society of Consumer Studies (KSCS)
- Korean Society of Consumer Policy and Education (COPE)
- Korean Academic Society of Financial Planning (KAFP)
- Korean Academy of Financial Consumers (KAFC)
- The Korea Home Economics Association (KHEA)

COMMUNITY SERVICES

- Art and Culture Education for out-of school youth** **May. 2018-Dec. 2018**
Host organization: Korea Arts & Culture Education Service(KACES), Seoul, Korea

Cross-Functional Cooperation with other Government Institutions of Korea

Community Art and Culture Education for citizen

Apr. 2018-Dec. 2019

Host organization: Seoul Metropolitan Government, Seoul, Korea

Performance with Disabilities people

Apr. 2017-JUN. 2017

A project directed by myself, Seoul, Korea

Covered 'LA LA LAND' #1, 'Another day of Sun' with 9 people