

Kyuyeon Rhee

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RESEARCH INTERESTS

Social Media, User-Generated Content, Text Analytics, Web Mining

EDUCATION

M.S. Seoul National University Management Information Systems Expected Graduation Date: February 2020 Cumulative GPA: 3.9/4.0	Feb 2018 - Current
B.S. Hanyang University Business Administration Graduated <i>Summa Cum Laude</i> Cumulative GPA: 3.7/4.0	Mar 2014 - Feb 2018

AWARDS AND SCHOLARSHIPS

Teaching Assistant Fellowship	Spring 2018 – Current
Merit Based Scholarship	Spring 2017
German Academic Exchange Services (DAAD)	Spring 2016
Academic Achievement Award	2014 - 2017

RESEARCH EXPERIENCE

Conference Proceedings

- **Rhee, K. Y.** and Jahng, J. J. (2019) “The Effect of Affective Language on Content Popularity: An Empirical Analysis on YouTube Video Reviews”, KrAIS Post-ICIS Research Workshop Munich, Germany 2019

TEACHING EXPERIENCE

Graduate School of Business, Seoul National University

Teaching assistant

- [Undergrad]: Management Information Systems (Spring/Fall 2018)
- [Undergrad]: Managing Networked Business (Spring 2018)
- [Grad]: Information Systems Development Seminar (Spring 2019)
- [Grad]: Studies in Electronic Commerce (Fall 2018)
- [MBA]: Information Technology (Fall 2019)
- [MBA]: Topics in Management Information Systems (Spring 2019)
- [MBA]: Technological Innovation and Business Redesign (Winter 2018)

International Summer Program, Seoul National University

Teaching assistant

- Introduction to Management (Summer 2018)
- Summer academic program provided to international undergraduate students

RELEVANT COURSEWORK (UNDERGRAD/GRAD)

Information Systems

- Management Information Systems / Studies in Information Systems / Information Systems Research Methodology / Information Systems Seminar 1, 2 / Organization and Information Systems Seminar / Information Systems Development Seminar / Studies in Electronic Commerce

Data Analysis

- Knowledge Management & Decision Making / Data Visualization / Social Network Data Mining and Analysis / Topics in Information Studies

Quants and Statistics

- International Financial Markets / Financial Management / Foreign Exchange Risk Management / Quantitative Political Analysis / Statistical Analysis for Information Studies

SKILLS

Statistical: Python, R, SPSS, Tableau

Office: MS Access, Excel, PowerPoint

Language: Korean (native), English (fluent)

OTHER

Volunteer work: Mentored students in a Science & Technology program (Summer 2015)

International experience: Studied in Germany (7 months), Lived in USA (3 years)