Kyuyeon Rhee

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1 Gwanak-ro, Gwanak-gu, Seoul,
08826, Republic of Korea

RESEARCH INTERESTS

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

EDUCATION

M.S.   **Seoul National University**   Feb 2018 - Current
Management Information Systems
Cumulative GPA: 3.9/4.0

B.S.   **Hanyang University, Business Administration**   Mar 2014 - Feb 2018
Graduated *Summa Cum Laude*
Cumulative GPA: 3.7/4.0

AWARDS AND SCHOLARSHIPS

Teaching Assistant Fellowship   Spring 2018 – Current

Merit Based Scholarship   Spring 2017

Matching Funds for International Studies   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

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

Quants and Statistics
- Financial Management / Foreign Exchange Risk Management / Quantitative Political Analysis / Statistical Analysis for Information Studies

SKILLS

Computer: Python, R, SPSS, SQL, JavaScript
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)