

# Kyuyeon Rhee

[ky.rhee@snu.ac.kr](mailto:ky.rhee@snu.ac.kr)

[kyuyeonrhee.github.io/kyrhee/](https://kyuyeonrhee.github.io/kyrhee/)

## RESEARCH INTERESTS

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Social Media, User-Generated Content, Text Analytics, Online Communities, Healthcare IT

## EDUCATION

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<b>M.S. Seoul National University</b> Management Information Systems Expected Graduation Date: February 2020 Cumulative GPA: 4.0/4.3	Mar 2018 - Current
<b>B.S. Hanyang University</b> Business Administration Graduated with <i>Summa Cum Laude</i> Cumulative GPA: 4.10/4.5	Mar 2014 - Dec 2018
<b>Hochschule Pforzheim</b> Study Abroad Program	Mar 2016 - Jul 2016

## RESEARCH EXPERIENCE

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### Conference Proceedings

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

## AWARDS AND SCHOLARSHIPS

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Teaching Assistant Fellowship ( <i>Seoul National University</i> )	Spring 2018 – Current
Merit Based Scholarship ( <i>Hanyang University</i> )	Spring 2017
German Academic Exchange Service ( <i>DAAD</i> )	Spring 2016
Academic Achievement Award ( <i>Hanyang University</i> )	2014 – 2017

## SKILLS

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**Statistical:** Python, R, SPSS, Tableau  
**Office:** MS Access, Excel, PowerPoint  
**Language:** Korean (native), English (fluent)  
**Test scores:** GMAT (700/800), TOEFL (115/120)

## TEACHING EXPERIENCE

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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)

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### 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

## OTHER

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### Mentoring

Volunteered in mentoring underprivileged young students in a science program (Jul 2015)

Mentored high school students in an entrepreneurship camp (Feb 2017)

### International experience

Lived in USA (3 years)

Studied in Germany (5 months)

## REFERENCES

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Professor Jungjoo Jahng  
College of Business Administration  
Seoul National University  
jahngj@snu.ac.kr

Professor Hyun Shin  
Division of Business Administration  
Hanyang University  
hyunshin70@hanyang.ac.kr