

# Kyuyeon Rhee

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[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

## EDUCATION

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| <b>M.S. Seoul National University</b><br>Management Information Systems<br>Expected Graduation Date: February 2020<br>Cumulative GPA: 3.90/4.0 | Feb 2018 - Current  |
| <b>B.S. Hanyang University</b><br>Business Administration<br>Graduated with <i>Summa Cum Laude</i><br>Cumulative GPA: 3.74/4.0                 | Mar 2014 - Feb 2018 |

## 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 Services ( <i>DAAD</i> )                  | Spring 2016           |
| Academic Achievement Award ( <i>Hanyang University</i> )           | 2014 – 2017           |

## 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*

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

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

## REFERENCES

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Professor Jungjoo Jahng  
College of Business Administration  
Seoul National University  
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Professor Hyunsang Shin  
Division of Business Administration  
Hanyang University  
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