

# Hyun Seok (“Huck”) Lee, Ph.D.

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## Academic Appointments

- 09/2020 – Present      ♦ **Korea University Business School, Seoul, South Korea.**  
- Associate Professor of Logistics, Service and Operations Management (LSOM) [09/2022 – Present].  
- Area Chair of LSOM [09/2024 – Present].  
- Visiting Associate Professor, University of California San Diego [03/2024 – 08/2024].  
- Area Chair of Business Analytics [03/2023 – 02/2024].  
- Assistant Professor of LSOM [09/2020 – 08/2022].  
- LSOM Research Fellow, Institute for Business Research and Education (IBRE).
- 06/2017 – 08/2020      ♦ **College of Business, Oregon State University, Corvallis, OR, USA.**  
- Assistant Professor of Supply Chain and Logistics Management.

## Education

- 2012 – 2017      ♦ **Kenan-Flagler Business School, University of North Carolina, Chapel Hill, NC, USA.**  
Ph.D. in Operations.
- 2010 – 2012      ♦ **Korea University Business School, Seoul, South Korea.**  
M.S. in LSOM.
- 2004 – 2010      ♦ **Korea University Business School, Seoul, South Korea.**  
Bachelor of Business Administration (Concentration: LSOM).

## Research

### Research Interest

- Empirical research in service operations with an emphasis on retail operations (both brick-and-mortar and platform-based online retailing) and healthcare operations.
- Empirical research in people-centric operations with an emphasis on incentives and labor scheduling.
- Empirical research in matching capacity and demand with an emphasis on drug shortages.

### Publications (forthcoming, accepted)

1. Lee, H., Kesavan, S., and Deshpande, V. (2021). Managing the Impact of Fitting-Room Traffic on Retail Sales: Using Labor to Reduce Phantom Stockouts. *Manufacturing & Service Operations Management* (UTD & FT<sup>1</sup>), 23(6): 1580-1596.
  - **Media:**
    - “The cost of self-service: Higher staff levels can boost profits” ROI Magazine, Research insights from UNC Kenan-Flagler, Fall 2015
    - “Sometimes self-service costs more” Forbes India, September 23, 2015
    - “Research roundup - Retail realities” The Times of India, July 20, 2015

<sup>1</sup>UT Dallas 24 journals, Financial Times 50 journals

- “When your company’s ‘self-service’ policy hurts sales” Triangle Business Journal, June 23, 2015
  - “Sometimes self-service costs more” UNC KENAN-FLAGLER NEWS, June 8, 2015
  - “Black Friday: Behind the scenes” UNC KENAN-FLAGLER NEWS, November 24, 2014
2. Lee, J., **Lee, H.**, Shin, H., and Krishnan, V. (2021) Alleviating Drug Shortages: The Role of Mandated Reporting-Induced Operational Transparency. *Management Science* (UTD & FT), 67(4): 2326–2339.
    - The first two authors equally contributed to this paper.
  3. Lu, G., **Lee, H.**, and Son, J. (2022) Product Variety in Grocery Stores: Its Differential Effects on Stock-Keeping Unit level Sales. *Journal of Operations Management* (UTD & FT), 68(1): 33–54.
    - The first two authors equally contributed to this paper.
  4. **Lee, H.**, Kesavan, S., and Kuhnen, C. (2022) When Do Group Incentives for Retail Store Managers Work? *Production and Operations Management* (UTD & FT), 31(8): 3077–3095.
    - Best Interdisciplinary Paper Award at DSI 2018 Annual Conference, Chicago
    - Lead article

### **Working Papers (under review or revision)**

5. **Lee, H.**, Kim, Y., and Son, J. (2024) Fulfillment-By-Platform in B2C E-tailing: Overall Positive Customer Responses, yet Diminishing End Effect. *Journal of Operations Management* (UTD & FT), under revision (Reject & Resubmit).
  - MK Emerging Scholar Paper Award at KASBA 2022 Convergence Conference, Yeosu, Korea
6. **Lee, H.**, Lee, J., Noh, I., and Staats, B. (2024) Learning in Recovery from Disruption: Empirical Evidence from the U.S. Drug Shortages. *Management Science* (UTD & FT), under revision (Reject & Resubmit).
7. **Lee, H.**, Park, E., and Rainer, T. (2024) Heterogeneous Patient Response to A Uniform Increase in Emergency Department Entry Fees: A Territory-Wide Study. under revision.

### **Book Chapters**

8. **Lee, H.**, and Kesavan, S. (2019) Determinants of Excess Inventory Announcement and Stock Market Reaction in the Retail Sector. in *Operations in an Omnichannel World*, Gallino S, Moreno A ed., Springer Series on Supply Chain Management, vol. 8 Springer, Cham.

### **(Selective) Work in Progress**

9. **Lee, H.**, Lu, G., and Son, J. An Investigation of Peer Effects on Grocery Store Check-out Productivity.
10. **Lee, H.**, and Kesavan, S. Managerial Incentive and Labor Scheduling.
11. **Lee, H.**, and Reynolds-McIlhenny, R. Impeding Behavior in Shopping and Product Trial.
12. **Lee, H.**, Kesavan, S., and Moritz, B. Demand Chasing in Store Managers’ Labor Scheduling.
13. **Lee, H.**, Fan, J., and Moritz, B. Retail Coordination.

### **Publications in Korean**

14. Oh, K., **Lee, H.**, and Kim, D. (2021) Analysis of the Working Capital Management Strategies of Global Auto Parts and Vehicle Manufacturing Industries in Changing Economies. *Journal of Korean Production and Operations Management Society* (KCI), 32(3): 299–315.
15. Lee, S., Lee, J., Lee, H., and **Lee, H.** (2022) Analysis of Consumer Purchasing Behavior Using Online Images of Fashion Products. *Journal of Korean Production and Operations Management Society* (KCI), 33(1): 115–138.
16. Lee, N., and **Lee, H.** (2023) The Impact of Quantity and Variety of Product Image on Sales in Online Shopping. *Journal of Korean Production and Operations Management Society* (KCI), 34(special): 1–14.

## **Research Presentations**

- The Impact of Increasing Entry Fee on Emergency Department Demand: A Territory-Wide Study. (POMS-HK 2023; POMS 2023; MSOM 2023; POMS-Paris 2023; WDSI 2024; POMS 2024; INFORMS 2024)
- Learning in Drug Shortage Recoveries. (INFORMS 2021; DSI 2021; POMS 2022; MSOM 2022)
- Impeding Behavior in Shopping and Product Trial. (IFORS 2021)
- Alleviating Drug Shortages: The Role of Mandated Reporting-Induced Operational Transparency. (INFORMS 2020)
- An Investigation of Multi-staged, Dual-pronged Order Fulfillment in E-commerce Marketplace. (POMS 2018, 2019, 2021; INFORMS 2018, 2019)
- Can “I” Make “We” Better? An Investigation of Spillover Effects on Grocery Store Check-out Productivity. (INFORMS 2019)
- Managerial Incentives, Operational Decisions, and Firm Outcomes: Evidence from a Quasi-Experiment at a Retail Chain. (POMS 2016, 2018, 2019, 2021; INFORMS 2016, 2017; AOM 2018; DSI 2018)
- Understanding and Managing Customer-Induced Negative Externalities in Congested Self-Service Retail Environments. (POMS 2015, 2016, 2017; INFORMS 2015, 2016; DSI 2016, 2017)
- Determinants of Excess Inventory Announcement and Stock Market Reaction in the Retail Sector. (POMS 2014)

## **Invited Talks**

- 2023: Tianjin University (10/2023)
- 2022: Seoul National University Business School (11/2022); Korean Academic Society of Business Administration Convergence Conference (8/2022); Korea Summer Workshop on Causal Inference 2022 (7/2022); Korean Production and Operations Management Society (4/2022).
- 2021: Korea University Business School, IBRE (11/2021); KAIST College of Business (9/2021); Yonsei University Business School (4/2021).
- 2019: Korea University Business School (12/2019); Oregon State University, College of Business (12/2019).
- 2017: Chapman University, Economic Science Institute (11/2017).
- 2016: Oregon State University, College of Business (10/2016).

## **Awards & Scholarships**

- 06/2024     ♦ Seok-Top Award for Teaching Excellence (top 5% at the university level) (Operations Management), Korea University.
- 11/2023     ♦ Excellence in Teaching Award (Operations Management), Korea University.
- 08/2023     ♦ Best Paper Award, Korean Academic Society of Business Administration Convergence Conference.
- 05/2023     ♦ Young Scholar Prize, Korean Production and Operations Management Society.
- 11/2022     ♦ Seok-Top Award for Teaching Excellence (top 5% at the university level) (3 courses: Business Statistics, Operations Management, Service Operations Management), Korea University.

## Awards & Scholarships (continued)

- 08/2022     ◇ MK Emerging Scholar Paper Award, Maeil Business Newspress.
- 06/2022     ◇ UTD Distinguished Research Award, Korea University Business School.
- 05/2022     ◇ Seok-Top Award for Research Excellence (top 3% researcher at the university level), Korea University.
- 04/2022     ◇ Excellence in Teaching Award (Business Statistics), Korea University.
- 03/2022     ◇ UTD Distinguished Research Award, Korea University Business School.
- 11/2021     ◇ Excellence in Teaching Award (Service Operations Management), Korea University.
- 09/2021     ◇ SK Distinguished Research Award, Korea University Business School.
- 03/2021     ◇ SK Distinguished Research Award, Korea University Business School.
- 06/2020     ◇ Prominent Scholar Award, College of Business, Oregon State University.
- 06/2019     ◇ Betty and Forrest Simmons Excellence in Graduate Teaching Award, College of Business, Oregon State University.
- 11/2018     ◇ Best Interdisciplinary Paper Award, DSI 2018 Annual Conference, Chicago.
- 08/2016     ◇ Rising OM Scholar Award, Kenan-Flagler Business School.
- 04/2016     ◇ M. Wayne DeLozier Award, Kenan-Flagler Business School.
- 2012-2016     ◇ Kenan-Flagler Business School PhD Financial Award.
- 2004-2011     ◇ Full Scholarship from Korea University Business School; Alumni Association of Korea University; Cheonman Scholarship Association; Korea Sanhak Foundation.

## Teaching

### Teaching Interest

- Business Analytics; Digital Transformation; Operations Management; Service Operations (e.g., Retail, Healthcare)

### Teaching Experience

#### Korea University Business School

- Empirical Research in OM (*BUS 961*. MS and PhD)
  - Fall 2021; Fall 2023
- Special Topics in OM (*BUS 819*. MS and PhD)
  - Fall 2022
- Operations Analytics I, II (*BUS 947, 948*. MSBA)
  - Fall 2023
- Operations Management (Global MBA)
  - Module 2 2023
- Service Operations Management (*BUSS 376*. Undergrad)
  - Spring 2021; Spring 2022
- Intro to Operations Management (*BUSS 211*. Undergrad)
  - Spring 2021; Spring 2022; Spring 2023; Fall 2023
- Business Statistics (*BUSS 154*. Undergrad)
  - Fall 2020; Spring 2021; Fall 2021; Spring 2022

#### College of Business, Oregon State University

- Service Operations Management (*BA 459/559*. Undergrad and MBA)
  - Winter 2018; Winter 2019; Winter 2020
- Intro to Operations Management (*BA 357*. Undergrad)
  - Spring 2018; Spring 2019; Spring 2020

### **Kenan-Flagler Business School, UNC Chapel Hill**

- Business Analytics (*BUSI 410*. Undergrad)
  - Summer 2016

## **Professional Activities**

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### **Service**

- MSOM Webmaster, 08/2016 – 08/2023
- Korea Production and Operations Management Society (KOPOMS)
  - Director, 01/2022 – Present
  - Graduate Students Committee Chair, 01/2023 – 12/2023
  - Editorial Board Member, 01/2023 – Present
- Korea Productivity Association
  - Director, 01/2023 – Present
  - Academic Committee Chair, 01/2023 – 12/2023
- Academic Society of Global Business Administration
  - Workshop Organizing Chair, 09/2021 – 12/2021
- Korea University Business School
  - Advisor, Korea University Logistics, Service and Operations Management (KULSOM, Operations Club in KUBS), 09/2020 – Present
  - Advisor, KUBScholar (KUBS Student Association to Prepare for Studying Abroad), 07/2022 – 08/2023
- College of Business, Oregon State University
  - PROT Committee, 09/2019 – 06/2020
  - Research Committee, 09/2018 – 06/2019

### **Advising Students**

- Saeyoung Yoon (MS/PhD in LSOM)
- Gyumin Kim (MS in LSOM)
- Cheng Wang (MS in LSOM; graduate in 2022F)
- A team of Yebin Goh and Doyoon Kim (MS in Business Analytics; graduate in 2024S; Best Capstone Project Award)
- Hojun Yu (MS in Business Analytics; graduate in 2024S; Best Capstone Project Award)
- A team of Yujung Ahn and Jonghyun Choi (MS in Business Analytics; graduate in 2023S; Best Capstone Project Award)
- A team of Sangwon Lee, Jina Lee, and Hyewon Lee (MS in Business Analytics; graduate in 2022S; Best Capstone Project Award)
- Keontaek Oh (PhD in LSOM; committee member, co-author; graduate in 2021; first placement: KAIST, Research Assistant Professor)

### **Consortium**

- Junior Faculty & Doctoral Consortium (AOM 2018)

- Service Science Doctoral Colloquium (INFORMS 2015)
- Doctoral Consortium (POMS 2014, 2015)

### Track Chair

- DSI 2023 (Information Technology/Information Systems)

### Session Chair

- INFORMS (2019 2 sessions; 2021 2 sessions)
- POMS (2015, 2019; 2021; 2023)
- DSI (2017)
- POMS-HK (2023)

### Editorial Review Board (2023 - present)

- *Journal of Operations Management*.
- *Decision Sciences*.

### Reviewing for Journals (2014 - present)

- *Management Science; Manufacturing & Service Operations Management; Production and Operations Management; Journal of Operations Management; Service Science; Decision Sciences*.

### Refereeing for Conference

- *M&SOM Service SIG* (2020; 2021; 2022; 2023).
- INFORMS BOM Best Working Paper Competition (2023).

### Membership

- INFORMS; MSOM; POMS; DSI; AOM.

## Industry Positions

- 07/2009 – 08/2009    ◇ Intern, Pt. Pratama (Nike's OEM shoe manufacturer), Jakarta, Indonesia.
- 01/2006 – 01/2008    ◇ Sergeant, Military Service, Republic of Korea Army (ROKA), Paju, South Korea.

## Extracurricular Activity

- 2008–2012    ◇ KULSOM (Operations Club in Korea University Business School).

## Other Information

- Languages    ◇ Korean (Mother tongue), English (Fluent).
- Software    ◇ Mathematical Packages: AMPL, LINDO, LINGO; Statistical Packages: Stata, SAS, JMP, Matlab, R, SPSS, Gauss, EViews.