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Academic Appointments

- 09/2022 – Present ♦ **Korea University Business School, Seoul, South Korea.**
Associate Professor of Logistics, Service and Operations Management (LSOM).
LSOM Research Fellow, Institute for Business Research and Education (IBRE).
- 09/2020 – 08/2022 ♦ **Korea University Business School, Seoul, South Korea.**
Assistant Professor of LSOM.
LSOM Research Fellow, 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 & FT¹), 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
 - “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

¹UT Dallas 24 journals, Financial Times 50 journals

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. (2022) Fullfilment-By-Platform in B2C E-tailing: Overall Positive Customer Responses, yet Diminishing End Effect. *Journal of Operations Management* (UTD & FT), under review.
 - MK Emerging Scholar Paper Award Award at KASBA 2022 Convergence Conference, Yeosu, Korea

Book Chapters

6. **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

7. **Lee, H.**, Lee, J., Noh, I., and Staats, B. Learning in Recovery from Disruption: Empirical Evidence from the U.S. Drug Shortages.
8. **Lee, H.**, Park, E., and Rainer, T. The Impact of Increasing Entry Fee on Emergency Department Demand: A Territory-Wide Study.
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-McIlnay, 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.

Research Presentations

- The Impact of Increasing Entry Fee on Emergency Department Demand: A Territory-Wide Study. (POMS-HK 2023; POMS 2023 [scheduled])
- 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

- 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); Korea University Business School, IBRE (11/2021); KAIST College of Business (9/2021); Yonsei University Business School (4/2021); Korea University Business School (12/2019); Chapman University, Economic Science Institute (11/2017); Oregon State University, College of Business (10/2016, 12/2019)

Awards & Scholarships

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| 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. |
| 08/2022 | ◇ MK Emerging Scholar Paper Award, Maeil Business Newspaper. |
| 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 |

Awards & Scholarships (continued)

- 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; Operations Management; Service Operations; Retail Operations

Teaching Experience

Korea University Business School

- Empirical Research in OM (*BUS 961*. MS and PhD)
 - Fall 2021; Fall 2023 (*scheduled*)
- Special Topics in OM (*BUS 819*. MS and PhD)
 - Fall 2022
- Service Operations Management (*BUSS 376*. Undergrad)
 - Spring 2021; Spring 2022; Fall 2023 (*scheduled*)
- Operations Management (*BUSS 211*. Undergrad)
 - Spring 2021; Spring 2022; Spring 2023 (*scheduled*)
- 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
- 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

Service

- MSOM Webmaster, 08/2016 – Present
- Director, Korea Production and Operations Management Society (KPOMS), 01/2022 – Present
- Director, Korea Productivity Association, 01/2023 – Present
- 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 – Present
- Workshop Organizing Chair, Academic Society of Global Business Administration, 09/2021 – 12/2021
- PROT Committee, College of Business, Oregon State University, 09/2019 – 06/2020

- Research Committee, College of Business, Oregon State University, 09/2018 – 06/2019

Advising Students

- Cheng Wang (MS in LSOM; graduate in 2022F)
- 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).

Session Chair

- INFORMS (2019 2 sessions; 2021 2 sessions); POMS (2015, 2019; 2021; 2023 [*scheduled*]); DSI (2017); POMS-HK (2023).

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).

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.