

Hyun Seok (“Huck”) Lee, Ph.D.

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Employment

09/2017 – Present ♦ **Assistant Professor of Supply Chain and Logistics Management.** College of Business, Oregon State University, Corvallis, OR, USA.

Education

2012 – 2017 ♦ **Kenan-Flagler Business School, University of North Carolina, Chapel Hill, NC, USA.**

Ph.D. in Operations.

Thesis title: *Essays in Retail Operations Management.*

Committee: Saravanan Kesavan (Chair), Vinayak Deshpande, Bradley R. Staats, Seyed Emadi, Camilia M. Kuhnen (Finance)

2010 – 2012 ♦ **Korea University Business School, Seoul, South Korea**
M.S. in Logistics, Service and Operations Management (LSOM).

2004 – 2010 ♦ **Korea University Business School, Seoul, South Korea**
Bachelor of Business Administration (Concentration: LSOM)

Research

Publications (forthcoming or accepted)

1. **Lee, H.**, Kesavan, S., and Deshpande, V. “*Managing the Impact of Fitting-Room Traffic on Retail Sales: Using Labor to Reduce Phantom Stockouts.*” **Accepted** at *Manufacturing & Service Operations Management (M&SOM)*
 - Previous title: “*Understanding and Managing Congestion in Retail Stores*”, “*Understanding and Managing Customer-Induced Negative Externalities in Congested Self-Service Environments*”, & “*Increasing Sales by Managing Congestion in Self-Service Environments: Evidence from a Field Experiment*”
 - **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

Working Papers (under review or revision)

2. **Lee, H.**, Kesavan, S., and Kuhnen, C. “*When Do Group Incentives for Retail Store Managers Work? Importance of Geographical Proximity and Past Performance.*” Under revision at *Manufacturing & Service Operations Management (M&SOM)*

- Best Interdisciplinary Paper Award at DSI 2018 Annual Conference, Chicago

3. Lu, G., Lee, H., and Son, J. “Product Variety in Grocery Stores: Its Differential Effects on SKU-level Sales.” Under revision at *Journal of Operations Management (JOM)*

Work In Progress

4. Lee, J., Lee, H., Shin, H., and Krishnan, V. “Accelerating Drug Shortage Recovery: The Key Role of Operational Transparency.” Expected submission: Fall 2019; Target: *Management Science (MS)*; Status: manuscript is available upon request (currently under friendly review).
5. Lee, H., Kim, Y., and Son, J. “Intervention in Order Fulfillment in Online Retailing: How Platform Owner Delivers Differently from Merchants?” Expected submission: Fall 2019; Target: *Management Science (MS)*; Status: manuscript is available upon request (currently under friendly review).
6. Lee, H., Lu, G., and Son, J. “Can “I” Make “We” Better? An Investigation of Spillover Effects on Grocery Store Check-out Productivity.” Expected submission: Spring 2020; Target: *Manufacturing & Service Operations Management (M&SOM)*; Status: preliminary analysis is completed.
7. Lee, H., Fan, J., and Moritz, B. “Retail Coordination.” Expected submission: Summer 2020; Target: *Production and Operations Management (POM)*; Status: collecting data through lab experiments.
8. Lee, H., Kesavan, S., and Moritz, B. “Demand Chasing in Labor Scheduling.” Expected submission: Fall 2020; Target: *Production and Operations Management (POM)*; Status: preliminary archival data analysis is completed and designing lab experiments.

Book Chapters

8. Lee, H. and Kesavan, S. “Determinants of Excess Inventory Announcement and Stock Market Reaction in the Retail Sector.” To appear in *Operations in an Omnichannel World*, Gallino S, Moreno A ed., Springer Series on Supply Chain Management.

Conference Proceedings (refereed)

1. Lee, H., Kesavan, S., and Kuhnen, C. “Managerial Incentives, Operational Decisions, and Firm Outcomes: Evidence from a Quasi-Experiment at a Retail Chain.” *Academy of Management Proceedings*, Vol. 2018, No. 1. Symposium “Managing Work Scheduling in Organizations: Creating Positive Dynamics”
2. Lee, H., Kesavan, S., and Deshpande, V. “Understanding and Managing Customer-Induced Negative Externalities in Congested Self-Service Retail Environments.” *Annual Meeting of the Decision Science Institute Proceedings*, Vol. 2017, Washington D.C., 2222–2257.

Research Presentations

- “An Investigation of Multi-staged, Dual-pronged Order Fulfillment in E-commerce Marketplace”
 - INFORMS Annual Meeting, October 2019 (Seattle, WA; scheduled)
 - POMS Annual Meeting, May 2019 (Washington, D.C.)
 - INFORMS Annual Meeting, November 2018 (Phoenix, AZ)
 - POMS Annual Meeting, May 2018 (Houston, TX)
- “Can “I” Make “We” Better? An Investigation of Spillover Effects on Grocery Store Check-out Productivity”
 - INFORMS Annual Meeting, October 2019 (Seattle, WA; scheduled)
- “Managerial Incentives, Operational Decisions, and Firm Outcomes: Evidence from a Quasi-Experiment at a Retail Chain”

- POMS Annual Meeting, May 2019 (Washington, D.C.)
- DSI Annual Meeting, November 2018 (Chicago, IL)
- AOM Annual Meeting, August 2018 (Chicago, IL)
- POMS Annual Meeting, May 2018 (Houston, TX)
- INFORMS Annual Meeting, November 2017 (Houston, TX)
- INFORMS Annual Meeting, November 2016 (Nashville, TN)
- POMS Annual Meeting, May 2016 (Orlando, FL)
- *“Understanding and Managing Customer-Induced Negative Externalities in Congested Self-Service Retail Environments”*
 - Chapman University, Economic Science Institute (Nov 2017)
 - Oregon State University, College of Business (Oct 2016)
 - DSI Annual Meeting, November 2017 (Washington, D.C.)
 - POMS Annual Meeting, May 2017 (Seattle, WA)
 - INFORMS Annual Meeting, November 2016 (Nashville, TN)
 - DSI Annual Meeting, November 2016 (Austin, TX)
 - Empirical Workshop in Operations Management, October 2016 (Philadelphia, PA)
 - POMS Annual Meeting, May 2016 (Orlando, FL)
 - INFORMS Annual Meeting, November 2015 (Philadelphia, PA)
 - POMS Annual Meeting, May 2015 (Washington, D.C.)
- *“Determinants of Excess Inventory Announcement and Stock Market Reaction in the Retail Sector”*
 - POMS Annual Meeting, May 2014 (Atlanta, GA)

Teaching

College of Business, Oregon State University Lecturer

- BA 459/559: Service Operations Management (Undergrad & MBA)
 - Winter 2018 (17 students; Overall: 5.60/6.00; Lecturer effectiveness: 5.80/6.00)
 - Winter 2019 (29 students; Overall: 5.60/6.00; Lecturer effectiveness: 5.90/6.00)
 - Winter 2019 E-campus (12 students; Overall: 6.00/6.00; Lecturer effectiveness: 6.00/6.00)
- BA 357: Operations Management (Undergrad)
 - Spring 2018 (3 sections; 130 students; Overall: 5.57/6.00; Lecturer effectiveness: 5.80/6.00)
 - Spring 2019 (2 sections; 84 students; Overall: 5.45/6.00; Lecturer effectiveness: 5.75/6.00)

Kenan-Flagler Business School, UNC Chapel Hill Lecturer

- BUSI 410: Business Analytics (BSBA Core)
 - Summer 2016 (11 students; Overall: 4.76/5.00; Lecturer effectiveness: 4.94/5.00)

Teaching Assistant

- BUSI 410: Business Analytics (BSBA Core), Fall, Spring 2016, Fall 2014
- MBA 715: Data Analytics and Decision Making (MBA Core), Fall 2015
- BUSI 403: Operations Management (BSBA Core), Fall 2015
- MBA 703: Operations Management (MBA Core), Fall 2016

Awards & Scholarships

- Jun. 2019 ♦ Betty and Forrest Simmons Excellence in Graduate Teaching Award, College of Business, Oregon State University.
- Nov. 2018 ♦ Best Interdisciplinary Paper Award, DSI 2018 Annual Conference, Chicago.
- Aug. 2016 ♦ Rising OM Scholar Award for outstanding doctoral student, Kenan-Flagler Business School.
- Apr. 2016 ♦ M. Wayne DeLozier Award for outstanding doctoral student, Kenan-Flagler Business School.
- Jan. 2009 ♦ 3rd Prize, Technology & Management International Case Competition (C40 Cities Summit Seoul '09).

- 2012–2016 ♦ Kenan-Flagler Business School PhD Financial Award.
- 2010–2011 ♦ Full Scholarship from Korea Sanhak Foundation.
- 2004–2009 ♦ Full Scholarship from Korea University Business School; Alumni Association of Korea University; and Cheunman Scholarship Association (except 2006–2008 due to military service).

Professional Activities

Service

- MSOM Webmaster, August 2016 – Present
- Research Committee, College of Business, Oregon State University, September 2018 – Present
- Graduate Council Representative (GCR)
 - Y.S. Chun (PhD Student, Electrical Engineering & Computer Science), February 2017 – Present
 - M. Mei (PhD Student, Statistics), June 2019 – Present
- Advising student summer internship (BA 410): A. Sandgren & B.D. Brokaw (2018)
- Advising MBA summer project (BA506): Y.-C. Liao (2018)

Consortium

- Junior Faculty & Doctoral Consortium at AOM, August 2018
- Service Science Doctoral Colloquium at INFORMS, November 2015
- Doctoral Consortium at POMS, May 2014, 2015

Session Chair

- INFORMS Annual Meeting, October 2019 (2 sections: Empirical Research in Retail Operations; Research in E-commerce Platform, *scheduled*)
- POMS Annual Meeting, May 2019 (Empirical Research in Retail Operations)
- DSI Annual Meeting, November 2017 (Consumer Behavior: Retailing and Services Marketing)
- POMS Annual Meeting, May 2015 (Empirical Research in OM, with Saravanan Kesavan)

Ad-Hoc Reviewer

- *Manufacturing & Service Operations Management*, *Production and Operations Management*, *Journal of Operations Management*, and *Decision Sciences*

Membership

- Institute for Operations Research and the Management Sciences (INFORMS)
- Manufacturing and Service Operations Management (MSOM)
- Production and Operations Management Society (POMS)
- Decision Sciences Institute (DSI)
- Academy of Management (AOM)

Work Experience

- Jul. 2009 – Aug. 2009 ◇ International Intern, Pt. Pratama Abadi Industri (OEM shoe manufacturer for *Nike* responsible for 18,000 employees), Jakarta, Indonesia.
- Jan. 2006 – Jan. 2008 ◇ Sergeant, Military Service in the 1st division of Republic of Korea Army (ROKA), Paju, South Korea.

Extracurricular Activity

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

Other Information

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

References

Available on Request