

# 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.*
- 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

### Working Papers (under review or revision)

1. “*Understanding and Managing Congestion in Retail Stores*” with Saravanan Kesavan and Vinayak Deshpande. **Minor Revision** at *Manufacturing & Service Operations Management (M&SOM)*
  - Previous title: “*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
2. “*Managerial Incentives, Operational Decisions, and Firm Outcomes: Evidence from a Quasi-Experiment at a Retail Chain*” with Saravanan Kesavan and Camelia Kuhnen. Under revision for resubmission at *Manufacturing & Service Operations Management (M&SOM)*
  - Best Interdisciplinary Paper Award at DSI 2018 Annual Conference, Chicago
3. “*Product Variety in Grocery Stores: Its Differential Effects on SKU-level Sales*” with Guanyi Lu and Junbo Son. Under revision for resubmission at *Journal of Operations Management (JOM)*

## **Work In Progress**

4. “Does Competition Help Product Recovery? A Theory and Evidence from U.S. Drug Shortages” with Junghee Lee, Hyoduk Shin and Vish Krishnan. Expected submission: Summer 2019; Target: *Management Science (MS)*; Status: manuscript is available upon request.
5. “An Investigation of Multi-staged, Dual-pronged Order Fulfillment in E-commerce Marketplace” with Yusoon Kim and Junbo Son. Expected submission: Summer 2019; Target: *Management Science (MS)*; Status: manuscript is available upon request.
6. “Can “I” Make “We” Better? An Investigation of Spillover Effects on Grocery Store Check-out Productivity” with Guanyi Lu and Junbo Son. Expected submission: Spring 2020; Target: *Manufacturing & Service Operations Management (ME&SOM)*; Status: preliminary analysis is completed.
7. “Retail Coordination” with Brent Moritz and James Fan. Expected submission: Spring 2020; Target: *Production and Operations Management (POM)*; Status: collecting data through lab experiments.

## **Book Chapters**

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

## **Conference Proceedings (refereed)**

1. “Managerial Incentives, Operational Decisions, and Firm Outcomes: Evidence from a Quasi-Experiment at a Retail Chain” with Saravanan Kesavan and Camelia Kuhnen. Academy of Management Proceedings, Vol. 2018, No. 1. Symposium “Managing Work Scheduling in Organizations: Creating Positive Dynamics”
2. “Understanding and Managing Customer-Induced Negative Externalities in Congested Self-Service Retail Environments” with Saravanan Kesavan and Vinayak Deshpande. 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 Busioness, Oregon State University**

#### **Lecturer**

- BA 452/552 & 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