

# Hyun Seok (“Huck”) Lee, Ph.D.

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## Academic Appointments

- 09/2020 – Present      ♦ **Korea University Business School, Seoul, South Korea.**  
Assistant Professor of Logistics, Service and Operations Management (LSOM).  
LSOM Research Fellow, Institute for Business Research and Education.
- 09/2017 – 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.
- Empirical research in matching capacity and demand with an emphasis on drug shortages.

### Publications (forthcoming, accepted)

1. Lee, H., Kesavan, S., and Deshpande, V. (2020). 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>).
  - **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. 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. (2021) Product Variety in Grocery Stores: Its Differential Effects on SKU-level Sales. *Journal of Operations Management* (UTD & FT), *Forthcoming*.
  - The first two authors equally contributed to this paper.

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

### Working Papers (under review or revision)

4. Lee, H., Kesavan, S., and Kuhnen, C. (2021) When Do Group Incentives for Retail Store Managers Work? *Production and Operations Management* (UTD & FT), under revision (Major Revision).
  - Best Interdisciplinary Paper Award at DSI 2018 Annual Conference, Chicago
5. Lee, H., Kim, Y., and Son, J. (2021) Platform Owner Interventions in Online Order Fulfillment: Performance Effects and Customer Perceptions. *Production and Operations Management* (UTD & FT), under revision (Reject & Resubmit).

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

### Publications in Korean

13. 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): 301-317.

### Research Presentations

- Learning in Drug Shortage Recoveries. (INFORMS 2021 [scheduled]; DSI 2021 [scheduled])
- 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

- 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)

## 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 (*scheduled*)
- Service Operations Management (*BUSS 376*. Undergrad)
  - Spring 2021
- Operations Management (*BUSS 211*. Undergrad)
  - Spring 2021
- Business Statistics (*BUSS 154*. Undergrad)
  - Fall 2020; Spring 2021; Fall 2021 (*scheduled*)

#### **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

## Awards & Scholarships

- |           |   |
|-----------|---|
| 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.  |
| 2010-2011 | ◇ Full Scholarship from Korea Sanhak Foundation.  |
| 2004-2009 | ◇ Full Scholarship from Korea University Business School; Alumni Association of Korea University; Cheonman Scholarship Association. |

## Professional Activities

## Service

- MSOM Webmaster, 08/2016 – Present
- Organizing Chairman, Academic Society of Global Business Administration, 09/2021 – Present
- Research Committee, College of Business, Oregon State University, 09/2018 – 06/2019
- PROT Committee, College of Business, Oregon State University, 09/2019 – 06/2020

## Advising Students

- Cheng Wang (Master's in LSOM; in progress)
- A team of Hewon Lee, Jinah Lee, and Sangwon Lee (Master's in Business Analytics; in progress)
- Keontaek Oh (PhD in LSOM; committee member; graduate in 2021; first placement: Korea University of Technology & Education)

## Consortium

- Junior Faculty & Doctoral Consortium (AOM 2018); Service Science Doctoral Colloquium (INFORMS 2015); Doctoral Consortium (POMS 2014, 2015).

## Session Chair

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

## 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* (2021; 2020).

## 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 Student Association (Operations Club in Korea University Business School).  
Advisor since 09/2020.

## Other Information

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