

Hyun Seok (“Huck”) Lee, Ph.D.

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Academic Appointments

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|-------------------|--|
| 09/2025 – Present | ◊ Korea University Business School, Seoul, South Korea.
- KUBS Research Fellow. |
| 09/2024 – Present | ◊ Korea University Business School, Seoul, South Korea.
- Area Chair of Logistics, Service and Operations Management (LSOM). |
| 03/2024 – 09/2024 | ◊ Rady School of Management, University of California, San Diego, CA, USA.
- Visiting Associate Professor. |
| 03/2023 – 02/2024 | ◊ Korea University Business School, Seoul, South Korea.
- Area Chair of Business Analytics. |
| 09/2022 – Present | ◊ Korea University Business School, Seoul, South Korea.
- Associate Professor of LSOM. |
| 09/2020 – 08/2022 | ◊ Korea University Business School, Seoul, South Korea.
- Assistant Professor of LSOM. |
| 06/2017 – 08/2020 | ◊ College of Business, Oregon State University, Corvallis, OR, USA.
- Assistant Professor of Supply Chain and Logistics Management. |

Education

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|-------------|---|
| 2012 – 2017 | ◊ Kenan-Flagler Business School, University of North Carolina, Chapel Hill, NC, USA.
Ph.D. in Operations.
Thesis title: <i>Essays in Retail Operations Management</i> .
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 LSOM. |
| 2004 – 2010 | ◊ Korea University Business School, Seoul, South Korea.
Bachelor of Business Administration (Concentration: LSOM). |

Research

Research Interest

- Retail operations, focusing on consumer behavior, labor incentives, and product variety.
- Healthcare and pharmaceutical operations, emphasizing supply chain resilience, capacity design, and equity of access.
- Causal inference: field experiments, difference-in-differences, instrumental variables (two-stage least squares, two-stage residual inclusion), matching (propensity score matching, coarsened exact matching)

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
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
5. Lee, H., Lee, J., Noh, I., and Staats, B. (2026) Learning in Recovery from Disruption: Empirical Evidence from the U.S. Drug Shortages. *Management Science* (UTD & FT), Accepted.

Working Papers (under review or revision)

6. Lee, H., Park, E., and Rainer, T. (2025) Heterogeneous Patient Response to Uniform Increase in Emergency Department Attendance Fees: A Territory-Wide Study. *Manufacturing & Service Operations Management* (UTD & FT), under revision (1st decision: Major Revision).
7. Lee, H., Kim, Y., and Son, J. (2025) Fulfillment-By-Platform in B2C E-tailing: Overall Positive Customer Responses, yet Diminishing End Effect. *Journal of Operations Management* (UTD & FT), under revision (1st decision: Reject & Resubmit).
 - MK Emerging Scholar Paper Award at KASBA 2022 Convergence Conference, Yeosu, Korea
8. Kim, J., Kwon, H., Lee, D., Lee, H., and Lee, K. (2026) An Empirical Analysis of Technology-Driven Service Automation: The Impact of Self-Service Kiosks on Sales, Labor and Customers. *Manufacturing & Service Operations Management* (UTD & FT), under review.

Book Chapters

9. 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 edt., Springer Series on Supply Chain Management, vol. 8 Springer, Cham.

¹UT Dallas 24 journals, Financial Times 50 journals

(Selective) Work in Progress

10. Lee, H., Park, E., Batt, R., and Rainer, T. A Tale of Two EDs: Demand-Inducing Effects of Opening New Emergency Departments. (Status: Writing an initial draft, Target: *Management Science*)
11. Yoon, S., and Lee, H., Try Before You Buy: How Fitting Room Usage Influences Apparel Sales and Spillover Effects. (Status: Finalizing an initial draft, Target: *Journal of Operations Management*)
12. Li, Y., Wang, X., Lee, H., Cao, Z., and Zhou, J., Coupons and Customer Multihoming on Ride-Hailing Aggregators. (Status: Finalizing an initial draft, Target: *Production and Operations Management*)
13. Lee, H., Lu, G., and Son, J. An Investigation of Peer Effects on Grocery Store Check-out Productivity.
14. Lee, H., and Kesavan, S. Managerial Incentive and Labor Scheduling.
15. Lee, H., and Reynolds-McIlroy, R. Impeding Behavior in Shopping and Product Trial.

Publications in Korean (with students)

16. 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.
17. 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.
18. 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.
19. Lim, C., and Lee, H. (2025) Evaluating the Effectiveness of Uiseong County's Population Inflow Policy Using the Difference-in-Differences: Focusing on Neighbor Village Pilot Project. *Journal of Korean Production and Operations Management Society* (KCI), 36(4): 433-449.

Research Presentations

- Try Before You Buy: How Fitting Room Usage Influences Apparel Sales and Spillover Effects. (INFORMS-Singapore 2025)
- Heterogeneous Patient Response to Uniform Increase in Emergency Department Attendance Fees: A Territory-Wide Study. (POMS-HK 2023; POMS 2023; MSOM 2023; POMS-Paris 2023; WDSI 2024; POMS 2024; INFORMS 2024; WDSI 2025; MSOM 2025; INFORMS 2025)
- 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

- 2025: Nankai University (3/2025); Tianjin University (6/2025); KAIST College of Business (12/2025)
- 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

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|-----------------|---|
| 09/2025-present | ◊ KUBS Research Fellow, Korea University Business School. |
| 11/2025 | ◊ Seok-Top Award for Teaching Excellence (top 5% at the university level) (Operations Management), Korea University.
◊ Excellence in Teaching Award (Business Statistics), Korea University. |
| 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. |
| 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. |

Awards & Scholarships (continued)

- 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; Operations Management; Service Operations Management (e.g., Retail, Healthcare)

Teaching Experience

Korea University Business School

- Empirical Research in OM (*BUS 961*. MS and PhD; English)
 - Fall 2021; Fall 2023; Spring 2025
- Special Topics in OM (*BUS 819*. MS and PhD; English)
 - Fall 2022
- Service Operations Management (*BUS 660*. MS and PhD; English)
 - Spring 2026 (*scheduled*)
- Operations Analytics I, II (*BUS 947, 948*. MSBA; Korean)
 - Fall 2023
- Empirical Approach for BA I, II (*BUS 976, 977*. MSBA; Korean)
 - Spring 2025; Spring 2026 (*scheduled*)
- Operations Management (Korea MBA; Korean)
 - Spring 2026 (*scheduled*)
- Operations Management (Global MBA; English)
 - M2 2023; M2 2025
- Service Operations Management (*BUSS 376*. Undergrad; English)
 - Spring 2021; Spring 2022
- Intro to Operations Management (*BUSS 211*. Undergrad; English)
 - Spring 2021; Spring 2022; Spring 2023; Fall 2023; Fall 2024; Spring 2025; Fall 2025; Spring 2026 (*scheduled*)
- Business Statistics (*BUSS 154*. Undergrad; English)
 - Fall 2020; Spring 2021; Fall 2021; Spring 2022; Spring 2025; Fall 2025

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

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

Professional Activities

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; graduate in 2025; PhD student in University of South Carolina, Darla Moore School of Business)
- Cheng Wang (MS in LSOM; graduate in 2022; TCL China Star Optoelectronic Technology)
- A team of Yebin Goh and Doyoon Kim (MS in Business Analytics; graduate in 2024; Best Capstone Project Award; Samsung Electronics and Celltrion)
- Hojun Yu (MS in Business Analytics; graduate in 2024; Best Capstone Project Award; YG Entertainment)
- A team of Yujung Ahn and Jonghyun Choi (MS in Business Analytics; graduate in 2023; Best Capstone Project Award; LG CNS)
- A team of Sangwon Lee, Jina Lee, and Hyewon Lee (MS in Business Analytics; graduate in 2022; Best Capstone Project Award; Eland and Microsoft)
- Keontaek Oh (PhD in LSOM; committee member, co-author; graduate in 2021; Assistant professor in Keimyung University)

Consortium

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

Track Chair

- ICEC 2025 (AI-Driven Manufacturing Eco-network and Global Supply Chain Management)
- 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 ◊ KULSUM (Operations Club in Korea University Business School).

Other Information

- Languages ◊ Korean (Mother tongue), English (Fluent).
Family ◊ Father of three kids.