

# 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 (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.
- 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 & FT<sup>1</sup>), 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.

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

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), *Article in Advance*.
  - Best Interdisciplinary Paper Award at DSI 2018 Annual Conference, Chicago

#### **Working Papers (under review or revision)**

5. **Lee, H.**, Kim, Y., and Son, J. (2022) 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): 299-315.
14. 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**

- Learning in Drug Shortage Recoveries. (INFORMS 2021; DSI 2021; POMS 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**

- 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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|-----------|--|
| 05/2022   | ◇ Seok-Top Research Award (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.   |
| 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
- Service Operations Management (*BUSS 376*. Undergrad)
  - Spring 2021; Spring 2022 (*scheduled*)
- Operations Management (*BUSS 211*. Undergrad)
  - Spring 2021; Spring 2022 (*scheduled*)
- Business Statistics (*BUSS 154*. Undergrad)

- Fall 2020; Spring 2021; Fall 2021; Spring 2022 (*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

## Professional Activities

### Service

- MSOM Webmaster, 08/2016 – Present
- Director, Korea Production and Operations Management Society, 01/2022 – 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 (Master's in LSOM; expect to graduate in 2022F)
- A team of Sangwon Lee, Jina Lee, and Hyewon Lee (Master's 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 (2021 2 sessions; 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* (2022; 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

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2008–2012    ◇ KULSOM Student Association (Operations Club in Korea University Business School).  
Advisor since 09/2020.

## Other Information

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