

Hyun Seok (“Huck”) Lee, Ph.D.

✉ hyunseoklee@korea.ac.kr ☎ +(82)-2-3290-1915
🏠 LG-POSCO 519, 145 Anam-ro, Seoul, Korea 02841
🌐 <https://biz.korea.ac.kr/eng/professor/lsom>
🌐 <https://www.linkedin.com/in/hyun-seok-lee-1885083a/>

Employment

- 09/2020 – Present ✦ **Assistant Professor of Logistics, Service and Operations Management.** Korea University Business School, Seoul, South Korea.
- 09/2017 – 08/2020 ✦ **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.
- 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

Research Interest

- Empirical research in service operations with an emphasis on retail operations.

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 & FT¹).
 - **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).
 - The first two authors equally contributed to this paper.

Working Papers (under review or revision)

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), under revision (Major Revision).

¹UT Dallas 24 journals, Financial Times 50 journals

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 review (Reject & Resubmit).
 - Best Interdisciplinary Paper Award at DSI 2018 Annual Conference, Chicago
5. Lee, H., Kim, Y., and Son, J. (2021) Order Fulfillment Intervention in Online Retailing: How Platform Owner Delivers Differently from Individual Merchants? soon to be submitted.

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., Lu, G., and Son, J. An Investigation of Peer Effects on Grocery Store Check-out Productivity.
8. Lee, H., Fan, J., and Moritz, B. Retail Coordination.
9. Lee, H., Kesavan, S., and Moritz, B. Demand Chasing in Store Managers' Labor Scheduling.
10. Lee, H., and Kesavan, S. Managerial Incentive and Labor Scheduling.

Research Presentations

- 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; 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; 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

- 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

- Business Statistics (*BUSS 154*)
 - Fall 2020 (*Scheduled*)

College of Business, Oregon State University

- Service Operations Management (BA 459/559)
 - Winter 2018 (17 students; Overall: 5.60/6.00; Lecturer effectiveness: 5.80/6.00); W2019 (29; 5.60; 5.90), E-campus (12; 6.00; 6.00); W2020 (32; 5.80; 5.90), E-campus (35; 5.20; 5.70)
- Operations Management (BA 357)
 - Spring 2018 (3 sections; 130 students; Overall: 5.57/6.00; Lecturer effectiveness: 5.80/6.00); S2019 (2; 84; 5.45; 5.75); S2020 (3; 131; NA due to COVID-19)

Kenan-Flagler Business School, UNC Chapel Hill

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

Awards & Scholarships

- 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; Cheunman Scholarship Association.

Professional Activities

Service

- MSOM Webmaster, 08/2016 – 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

Consortium

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

Session Chair

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

Reviewing for Journals (2014 – present)

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

Refereeing for Conference

- *M&SOM Service SIG* (2020).

Membership

- INFORMS; MSOM; POMS; DSI; AOM.

Work Experience

- 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.