

# Hyun Seok (“Huck”) Lee, Ph.D.

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## 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 & FT<sup>1</sup>), forthcoming.
  - **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. (2020) Alleviating Drug Shortages: The Role of Mandated Reporting-Induced Operational Transparency. *Management Science* (UTD & FT), accepted.

### Working Papers (under review or revision)

3. Lu, G., **Lee, H.**, and Son, J. (2020) Product Variety in Grocery Stores: Its Differential Effects on SKU-level Sales. *Journal of Operations Management* (UTD & FT), under review (Major Revision).

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

4. **Lee, H.,** Kesavan, S., and Kuhnen, C. (2020) When Do Group Incentives for Retail Store Managers Work? *Production and Operations Management* (UTD & FT), under revision (Reject & Resubmit).
  - Best Interdisciplinary Paper Award at DSI 2018 Annual Conference, Chicago
5. **Lee, H.,** Kim, Y., and Son, J. (2020) 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**

- 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**

#### **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; 4.76/5.00; 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).

### Ad-Hoc Reviewer

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

### 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).

## Other Information

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