

Hyun Seok (“Huck”) Lee, Ph.D.

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Employment

09/2017 – Present ♦ **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.

Thesis title: *Essays in Retail Operations Management.*

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 Logistics, Service and Operations Management (LSOM).

2004 – 2010 ♦ **Korea University Business School, Seoul, South Korea**
Bachelor of Business Administration (Concentration: LSOM)

Research

Publications (forthcoming or accepted)

1. **Lee, H.**, Kesavan, S., and Deshpande, V. “*Managing the Impact of Fitting-Room Traffic on Retail Sales: Using Labor to Reduce Phantom Stockouts.*” **Accepted** at *Manufacturing & Service Operations Management (M&SOM)*
 - Previous title: “*Understanding and Managing Congestion in Retail Stores*”, “*Understanding and Managing Customer-Induced Negative Externalities in Congested Self-Service Environments*”, & “*Increasing Sales by Managing Congestion in Self-Service Environments: Evidence from a Field Experiment*”
 - **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

Working Papers (under review or revision)

2. **Lee, H.**, Kesavan, S., and Kuhnen, C. “*When Do Group Incentives for Retail Store Managers Work? Importance of Geographical Proximity and Past Performance.*” Under revision at *Manufacturing & Service Operations Management (M&SOM)*

- Best Interdisciplinary Paper Award at DSI 2018 Annual Conference, Chicago
- 3. Lu, G., Lee, H., and Son, J. “*Product Variety in Grocery Stores: Its Differential Effects on SKU-level Sales.*” Under revision at *Journal of Operations Management (JOM)*
- 4. Lee, J., Lee, H., Shin, H., and Krishnan, V. “*Accelerating Drug Shortage Recovery: The Key Role of Operational Transparency.*” Under review at *Management Science (MS)*

Work In Progress

5. Lee, H., Kim, Y., and Son, J. “*Intervention in Order Fulfillment in Online Retailing: How Platform Owner Delivers Differently from Merchants?*” Expected submission: Fall 2019; Target: *Management Science (MS)*; Status: manuscript is available upon request (currently under friendly review).
6. Lee, H., Lu, G., and Son, J. “*Can “I” Make “We” Better? An Investigation of Spillover Effects on Grocery Store Check-out Productivity.*” Expected submission: Spring 2020; Target: *Manufacturing & Service Operations Management (M&SOM)*; Status: preliminary analysis is completed.
7. Lee, H., Fan, J., and Moritz, B. “*Retail Coordination.*” Expected submission: Summer 2020; Target: *Production and Operations Management (POM)*; Status: collecting data through lab experiments.
8. Lee, H., Kesavan, S., and Moritz, B. “*Demand Chasing in Labor Scheduling.*” Expected submission: Fall 2020; Target: *Production and Operations Management (POM)*; Status: preliminary archival data analysis is completed and designing lab experiments.

Book Chapters

9. Lee, H. and Kesavan, S. “*Determinants of Excess Inventory Announcement and Stock Market Reaction in the Retail Sector.*” To appear in *Operations in an Omnichannel World*, Gallino S, Moreno A ed., Springer Series on Supply Chain Management.

Conference Proceedings (refereed)

1. Lee, H., Kesavan, S., and Kuhnen, C. “*Managerial Incentives, Operational Decisions, and Firm Outcomes: Evidence from a Quasi-Experiment at a Retail Chain.*” *Academy of Management Proceedings*, Vol. 2018, No. 1. Symposium “Managing Work Scheduling in Organizations: Creating Positive Dynamics”
2. Lee, H., Kesavan, S., and Deshpande, V. “*Understanding and Managing Customer-Induced Negative Externalities in Congested Self-Service Retail Environments.*” *Annual Meeting of the Decision Science Institute Proceedings*, Vol. 2017, Washington D.C., 2222–2257.

Research Presentations

- “*An Investigation of Multi-staged, Dual-pronged Order Fulfillment in E-commerce Marketplace*”
 - INFORMS Annual Meeting, October 2019 (Seattle, WA; *scheduled*)
 - POMS Annual Meeting, May 2019 (Washington, D.C.)
 - INFORMS Annual Meeting, November 2018 (Phoenix, AZ)
 - POMS Annual Meeting, May 2018 (Houston, TX)
- “*Can “I” Make “We” Better? An Investigation of Spillover Effects on Grocery Store Check-out Productivity*”
 - INFORMS Annual Meeting, October 2019 (Seattle, WA; *scheduled*)
- “*Managerial Incentives, Operational Decisions, and Firm Outcomes: Evidence from a Quasi-Experiment at a Retail Chain*”
 - POMS Annual Meeting, May 2019 (Washington, D.C.)

- DSI Annual Meeting, November 2018 (Chicago, IL)
- AOM Annual Meeting, August 2018 (Chicago, IL)
- POMS Annual Meeting, May 2018 (Houston, TX)
- INFORMS Annual Meeting, November 2017 (Houston, TX)
- INFORMS Annual Meeting, November 2016 (Nashville, TN)
- POMS Annual Meeting, May 2016 (Orlando, FL)
- “*Understanding and Managing Customer-Induced Negative Externalities in Congested Self-Service Retail Environments*”
 - Chapman University, Economic Science Institute (Nov 2017)
 - Oregon State University, College of Business (Oct 2016)
 - DSI Annual Meeting, November 2017 (Washington, D.C.)
 - POMS Annual Meeting, May 2017 (Seattle, WA)
 - INFORMS Annual Meeting, November 2016 (Nashville, TN)
 - DSI Annual Meeting, November 2016 (Austin, TX)
 - Empirical Workshop in Operations Management, October 2016 (Philadelphia, PA)
 - POMS Annual Meeting, May 2016 (Orlando, FL)
 - INFORMS Annual Meeting, November 2015 (Philadelphia, PA)
 - POMS Annual Meeting, May 2015 (Washington, D.C.)
- “*Determinants of Excess Inventory Announcement and Stock Market Reaction in the Retail Sector*”
 - POMS Annual Meeting, May 2014 (Atlanta, GA)

Teaching

College of Busioness, Oregon State University Lecturer

- BA 459/559: Service Operations Management (Undergrad & MBA)
 - Winter 2018 (17 students; Overall: 5.60/6.00; Lecturer effectiveness: 5.80/6.00)
 - Winter 2019 (29 students; Overall: 5.60/6.00; Lecturer effectiveness: 5.90/6.00)
 - Winter 2019 E-campus (12 students; Overall: 6.00/6.00; Lecturer effectiveness: 6.00/6.00)
- BA 357: Operations Management (Undergrad)
 - Spring 2018 (3 sections; 130 students; Overall: 5.57/6.00; Lecturer effectiveness: 5.80/6.00)
 - Spring 2019 (2 sections; 84 students; Overall: 5.45/6.00; Lecturer effectiveness: 5.75/6.00)

Kenan-Flagler Business School, UNC Chapel Hill Lecturer

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

Teaching Assistant

- BUSI 410: Business Analytics (BSBA Core), Fall, Spring 2016, Fall 2014
- MBA 715: Data Analytics and Decision Making (MBA Core), Fall 2015
- BUSI 403: Operations Management (BSBA Core), Fall 2015
- MBA 703: Operations Management (MBA Core), Fall 2016

Awards & Scholarships

- Jun. 2019 ◇ Betty and Forrest Simmons Excellence in Graduate Teaching Award, College of Business, Oregon State University.
- Nov. 2018 ◇ Best Interdisciplinary Paper Award, DSI 2018 Annual Conference, Chicago.
- Aug. 2016 ◇ Rising OM Scholar Award for outstanding doctoral student, Kenan-Flagler Business School.
- Apr. 2016 ◇ M. Wayne DeLozier Award for outstanding doctoral student, Kenan-Flagler Business School.
- Jan. 2009 ◇ 3rd Prize, Technology & Management International Case Competition (C40 Cities Summit Seoul '09).

- 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; and Cheunman Scholarship Association (except 2006-2008 due to military service).

Professional Activities

Service

- MSOM Webmaster, August 2016 – Present
- Research Committee, College of Business, Oregon State University, September 2018 – Present
- Graduate Council Representative (GCR)
 - Y.S. Chun (PhD Student, Electrical Engineering & Computer Science), February 2017 – Present
 - M. Mei (PhD Student, Statistics), June 2019 – Present
- Advising student summer internship (BA 410): A. Sandgren & B.D. Brokaw (2018)
- Advising MBA summer project (BA506): Y.-C. Liao (2018)

Consortium

- Junior Faculty & Doctoral Consortium at AOM, August 2018
- Service Science Doctoral Colloquium at INFORMS, November 2015
- Doctoral Consortium at POMS, May 2014, 2015

Session Chair

- POMS Annual Meeting, April 2020 (Empirical Research in Retail Operations; *scheduled*)
- INFORMS Annual Meeting, October 2019 (2 sections: Empirical Research in Retail Operations; Research in E-commerce Platform, *scheduled*)
- POMS Annual Meeting, May 2019 (Empirical Research in Retail Operations)
- DSI Annual Meeting, November 2017 (Consumer Behavior: Retailing and Services Marketing)
- POMS Annual Meeting, May 2015 (Empirical Research in OM, with Saravanan Kesavan)

Ad-Hoc Reviewer

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

Membership

- Institute for Operations Research and the Management Sciences (INFORMS)
- Manufacturing and Service Operations Management (MSOM)
- Production and Operations Management Society (POMS)
- Decision Sciences Institute (DSI)
- Academy of Management (AOM)

Work Experience

- Jul. 2009 – Aug. 2009 ◇ International Intern, Pt. Pratama Abadi Industri (OEM shoe manufacturer for *Nike* responsible for 18,000 employees), Jakarta, Indonesia.
- Jan. 2006 – Jan. 2008 ◇ Sergeant, Military Service in the 1st division of 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).
- Skills ◇ Mathematical Packages: AMPL, LINDO, LINGO; Statistical Packages: Stata, SAS, JMP, Matlab, R, SPSS, Gauss, EViews.

References

Available on Request