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Academic Appointments

- 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

- 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 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

Working Papers (under review or revision)

5. **Lee, H.**, Lee, J., Noh, I., and Staats, B. (2025) Learning in Recovery from Disruption: Empirical Evidence from the U.S. Drug Shortages. *Management Science* (UTD & FT), under 3rd revision (3rd decision: Minor 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

Book Chapters

8. **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

9. **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*)
10. 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*)

¹UT Dallas 24 journals, Financial Times 50 journals

11. 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*)
12. **Lee, H.**, Lu, G., and Son, J. An Investigation of Peer Effects on Grocery Store Check-out Productivity.
13. **Lee, H.**, and Kesavan, S. Managerial Incentive and Labor Scheduling.
14. **Lee, H.**, and Reynolds-McIlnay, R. Impeding Behavior in Shopping and Product Trial.

Publications in Korean (with students)

15. 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.
16. 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.
17. 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.
18. 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

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.
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

Kenan-Flagler Business School, UNC Chapel Hill

- 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 ◇ KULSOM (Operations Club in Korea University Business School).

Other Information

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