

# Seung Yoon Lee

July 2025

CUHK Business School  
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## Academic Appointment

The Chinese University of Hong Kong, Business School  
Assistant Professor, Department of Marketing

July 2025 - Present

## Education

Yale University, School of Management  
Ph.D. in Marketing  
M.A. & M.Phil. in Marketing

2025  
2021

Korea Advanced Institute of Science and Technology (KAIST)  
M.S. in Information Systems  
B.S. in Industrial Systems Engineering  
Minor: Business and Technology Management

2018  
2016

## Research Interests

**Methodological:** Structural Modeling, Machine Learning, Field Experiments  
**Substantive:** Virtual Environments, Multimodal Interactions, Digital Marketing

## Working Papers

“Time–Money Choices in Virtual Environments: A Structural Approach to Player Monetization” (with K. Sudhir and Kosuke Uetake), *Under Review*  
• Finalist, 2024 ISMS Doctoral Dissertation Award

“Lookalike Targeting on Others’ Journeys: Brand Versus Performance Marketing” (with K. Sudhir and Subroto Roy)

## Publication

Seung Yoon Lee, Yoonseock Son, and Wonseok Oh “Effectiveness of Integrated Offline-and-Online Promotions in Omnichannel Targeting: A Randomized Field Experiment” *Journal of Management Information Systems* (2021)

## Awards & Honors

ISMS Doctoral Dissertation Award, Finalist 2024  
AMA-Sheth Foundation Doctoral Consortium Fellow 2023  
ISMS Doctoral Consortium Fellow 2021  
The Grand Prix Award, Undergraduate Research Program, KAIST 2014

- “Optimizing Distribution of Items in Fashion Industry using Big Data and Business Analytics” (with So Yeon Kim, Eun Jeong Ko, Ji Eun Roh, and Young Jae Jang)  
Industrial Systems Engineering Frontier Award, KAIST 2014

## Invited Seminar Talks

The Chinese University of Hong Kong, Business School	November 2024
Nova School of Business and Economics (Virtual)	November 2024
Harvard University, Harvard Business School	October 2024
National University of Singapore, Business School	October 2024
Hong Kong University of Science and Technology, Business School	September 2024

## Invited Lectures/Short Courses

Short Course on Structural Modeling, KAIST Business School (Virtual)	July 2025
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## Conference Presentations

- “Time–Money Choices in Virtual Environments: A Structural Approach to Player Monetization”
- Marketing Science Conference, Washington D.C. 2025
- “Ownership and Commercial Rights in the Metaverse: Case of NFTs”
- International Conference on Crypto-Marketing, Columbia Business School, December, 2022
- “The Digital Diet: Effects of Self-Regulatory IT Artifacts on Mobile App Usage Patterns”
- INFORMS Conference on Information Systems and Technology (CIST), Houston, TX, 2017
- “Omnichannel Targeting: A Randomized Field Experiment on “Online-to-Offline-to-Online” Promotions”
- Workshop on Information Systems and Economics (WISE), Seoul, South Korea, 2017
- “Distribution Optimization in Fashion Retail Industry: a Case Study at Kolon Sports”
- Proceedings of the 15th Asia Pacific Industrial Engineering & Management Systems Conference (APIEMS), Jeju, South Korea, 2014

## Teaching Experience

### Instructor *CUHK*

Pricing Analytics (UG, MS)	December 2025, Spring 2026 (Scheduled)
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### Teaching Assistant *Yale School of Management*

AI for Business Decisions (MBA)	Tong Wang (Spring 2025)
Pricing Strategy (MBA)	Soheil Ghili (Spring 2025)
AI Strategy & Marketing (MBA)	Vineet Kumar (Spring 2022, 2024)
Marketing Strategy (MBA, EMBA)	Jiwoong Shin (Fall 2019-21, 2023-24)
Basics of Economics (Core, EMBA)	Kai Hao Yang, Jidong Zhou (Summer 2023)

Customer (Core, EMBA)  
Big Data & Customer Analytics (MBA)  
Digital Strategy (MBA)  
Managing Marketing Programs (MBA)  
Strategic Market Measurement (MBA)

K. Sudhir (Fall 2022)  
Kosuke Uetake (Spring 2021)  
Vineet Kumar (Fall 2020-21)  
Jiwoong Shin (Spring 2020-21)  
Aniko Oery (Fall 2019)

## Academic Service

**Ad Hoc Reviewer:** Management Science

## Work Experience

Ph.D. Research Intern, Game Company, South Korea	Winter 2022
• <i>Company name anonymized due to NDA</i>	
Ph.D. Research Intern, Zuora (Subscriptions Platform), San Francisco, CA	Summer 2019
Research Intern, RecoBell (Recommender Systems Startup), Seoul, Korea	Winter 2017
Research Assistant, System Design Management Laboratory, KAIST	Summer 2014