Seung Yoon Lee

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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 — 2025
M.A. & M.Phil. in Marketing — 2021

Korea Advanced Institute of Science and Technology (KAIST)
M.S. in Information Systems — 2018
B.S. in Industrial Systems Engineering — 2016
Minor: Business and Technology Management

Research Interests

Methodological: Structural Modeling, Multimodal Machine Learning, Field Experiments
Substantive: Metaverse Design, Multimodal Content Marketing, 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

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

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)	K. Sudhir (Fall 2022)
Big Data & Customer Analytics (MBA)	Kosuke Uetake (Spring 2021)
Digital Strategy (MBA)	Vineet Kumar (Fall 2020-21)
Managing Marketing Programs (MBA)	Jiwoong Shin (Spring 2020-21)
Strategic Market Measurement (MBA)	Aniko Oery (Fall 2019)

Academic Service

Ad Hoc Reviewer: Management Science

Work Experience

Ph.D. Research Intern, Game Company, South Korea   Winter 2022
- *Company name anonymized due to NDA*

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