

YEONSOO LEE

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EDUCATION

MS, Korea Advanced Institute of Science and Technology, KAIST, Daejeon, Korea

Mar. 2022 - Present

The School of Business and Technology Management (BTM)

- GPA: 4.22/4.3

BS, Korea Advanced Institute of Science and Technology, KAIST, Daejeon, Korea

Mar. 2016 - Feb. 2022

Double major Department of Mathematical Science & The School of Business and Technology Management (BTM)

RESEARCH INTEREST

Substantive Social Media Marketing, Digital Marketing, Advertising, User-Generated Content, Aesthetic Evaluation

Methodological Machine learning, Computer Vision, Analytical Modeling

RESEARCH EXPERIENCES

The Body Speaks: The Effects of Machine-Extracted Body Pose in Image Contents

May 2022 - Present

with Professor Eunsoo Kim and Professor Hye-jin Kim

- Quantifying human pose in image content and exploring its effect on social media engagement

- Proposing a novel metric that quantifies expansiveness from body parts information extracted using an advanced computer vision technique
- Quantifying pose dynamism and form without human intervention by leveraging transfer learning and clustering
- Empirically demonstrating how the proposed pose-related metrics systematically relate to each other and impact social media engagement through “likes” using a large social media dataset

Embracing the Unpredictable: The Quality-signaling Role of Unpredictability

Jun. 2023 - Sep. 2023

with Professor Jungju Yu

- Explained the rationale behind marketing strategies that make product availability unpredictable prior to visit

- Built an analytical model that captures real-world purchase scenarios involving unpredictable marketing
- Established the trade-off between increased consumer visits due to quality signaling and missed demand resulting from product unavailability
- Analyzed the model and identified the condition under which separating equilibrium exists

Analysis of New Market Structure Using Text Mining and Consumer Perceptions Map: The Case of the Korean Craft Beer Market

Jul. 2020 - Jun. 2021

with Professor Hye-jin Kim

- Analyzed the structure of emerging market using UGC(User-Generated Content) and consumer perceptions map

- Created a text-mining tool that is domain-specific to the domestic craft beer market in Korea
- Constructed consumer's perceptual map on the domestic craft beer market based on the information extracted from UGC and analyzed the market structure based on consumer's perceptual map
- Provided practical insights regarding the current market structure

PRESENTATION

An Exploration of the Effects of Machine-Extracted Body Pose in Image Contents

- 2023 ISMS Marketing Science Conference, Miami, United States

Jun. 2023

- 2023 The Korean Association for Information Society, Seoul, Korea

May 2023

PUBLICATIONS

1. Yeonsoo Lee, and Hyejin Kim. (2021). "Analysis of New Market Structure Using Text Mining and Consumer Perceptions Map: The Case of the Korean Craft Beer Market" *The Journal of Information Systems* 30.2: 189-214.

SELECTED COURSEWORK

Marketing Quantitative Models for Marketing Decisions, Theory of Consumer Behavior and Decision Making

Econometrics & Methodology Statistical Analysis for Business, Applied Econometrics, Research Methodologies II, AI for Business Management

Mathematics & Computer Science Calculus I, Calculus II, Analysis 1, Linear Algebra, Mathematical Statistics, Elementary Probability Theory, Data Structure, Introduction to Algorithms

PROJECTS/WORK EXPERIENCES

Introduction of Metaverse Library Q-Marketing lab, KAIST *Sep. 2022 - Dec. 2022*

- Graduate student researcher
- Participated in research on implementation of the Metaverse Library project for National Library of Korea

Early Detection of Cachexia in Pancreatic Cancer AITRICS, Korea *Feb. 2021 - Jul. 2021*

- AI research intern
- Participated in developing a machine learning prediction model for early detection of cachexia in pancreatic cancer

Market Research and Product Positioning AITRICS, Korea *Dec. 2020 - Jan. 2021*

- Business intern
- Assisted in positioning the product VitalCare, a medical artificial intelligent software for early diagnosis of sepsis

AWARDS, HONORS, AND SCHOLARSHIPS

Kim Young-Han Global Leader Scholarship KAIST *Jul. 2023*

- Awarded to 25 selected students on campus

Academic Excellence Award BTM, KAIST *Mar. 2023*

- Highest Honor, Highest 3% GPA during year 2022

Bio-AI Convergence Competition Department of Bio AI Convergence, Chungnam National University *Nov. 2021*

- Top 5, AI-based solution for challenges in Biology

SKILLS

Tools Python, R, Qualtrics, Linux, Latex, Mathematica

Deep Learning Pytorch, Pytorch-lightning, TensorFlow 2.0

Statistics Softwares: SPSS, STATA, SAS

TEACHING EXPERIENCES

Teaching Assistant BTM, KAIST

- Principles of Marketing (Undergraduate) *Spring 2023*
- Knowledge Business (Undergraduate) *Fall 2022*
- Special Topics in Innovation and strategy (Startup Valuation and Venture Investment Practices) (MBA) *Spring 2022*
- Special Topics on High-technology (AI Patent Strategy) (MBA) *Spring 2022*

OTHER EXPERIENCES

Volunteer Work BTM, KAIST *Jan. 2023 - Present*

- Participated in bi-monthly volunteer work: charcoal delivery and uplifting events for underprivileged children

Counseling Assistant BTM, KAIST *Sep. 2022 - Feb. 2023*

- Provided counseling for undergraduate and graduate students

BTM Life Exploration Project BTM, KAIST *Sep. 2022 - Dec. 2022*

- Visited Vietnam as a selected team, granted approximately \$3,500 by BTM

Exchange Program Université catholique de Louvain, Belgium *Feb. 2019 - Jun. 2019*

- Participated in an undergraduate exchange program abroad

Women's Basketball Club KAIST *Sep. 2017 - Dec. 2018*

- Founded and led the women's basketball club