

YEONSOO LEE

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EDUCATION

MS, Korea Advanced Institute of Science and Technology, KAIST, Daejeon, Korea *Mar. 2022 - Present*
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 & 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 Content *May 2022 - Present*
with Professor Eunsoo Kim and Professor Hye-jin Kim (under review at Journal of Marketing Research)
- Quantifying human pose in image content and exploring its effect on social media engagement

- Introducing and quantifying body pose-related metrics—expansiveness and form—using deep learning
- Empirically investigating the influence of pose-related metrics on social media engagement with a large social media dataset through linear regression analyses
- Establishing the causal impact of expansiveness and sitting form through an online experiment

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 the visits

- 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
 - Identified the market structure of the domestic craft beer market based on the consumer perceptual map by calculating similarity measures from UGC
 - Provided practical insights regarding the current market structure

PRESENTATION

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

- 2023 The Korean Association for Information Society, Seoul, Korea *May 2023*
- 2023 ISMS Marketing Science Conference, Miami, United States *Jun. 2023*
- The 3rd KAIST AI Social Science Research Boot Camp, Daejeon, Korea *Nov. 2023*

PUBLICATIONS

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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. (indexed in the Korea Citation Index)

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 the implementation of the Metaverse Library project for the 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 *Apr. 2023*

- Highest Honor, Top 3% GPA during year 2022

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