

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: 4.2/4.3

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

Quantitative Marketing digital marketing, social media marketing, advertising, aesthetic evaluation, user-generated content, image content analysis, machine learning

RESEARCH EXPERIENCES

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

with Professor Eunsoo Kim and Professor Hye-jin Kim

- Quantifying human pose and exploring its effect on social media engagement
 - Propose a novel metric that quantifies expansiveness from body parts information extracted using an advanced computer vision technique.
 - Quantifying pose dynamism and pose 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.”

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

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.
 - Analyzed the market structure of the domestic craft beer market based on the 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 The Korean Association for Information Society, Seoul, Korea *May 2023*
- 2023 ISMS Marketing Science Conference, Miami, United States *Jun. 2023*

SELECTED COURSEWORK

Marketing

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

Econometrics & Methodology

Statistical Analysis for Business Research Methodologies II Applied Econometrics
AI for Business Management

Mathematics & Computer Science

Calculus I Calculus II Analysis I Linear Algebra Mathematical Statistics Elementary Probability Theory
Modern Algebra II Data Structure Introduction to Algorithms

PROJECTS/WORK EXPERIENCES

Introduction of Metaverse Library Q-Marketing lab, KAIST

Sep. 2022 - Dec. 2022

Project Participant

- Participated in research on implementation of the Metaverse Library project for National Library of Korea.

- Estimated the total budget for the construction and maintenance of metaverse library
- Conducted a focus group interview to understand consumers' perception on metaverse and metaverse library
- Conducted an interview with law experts to identify potential legal issues related to metaverse library

Early Detection of Cachexia in Pancreatic Cancer AITRICS, Korea

Feb. 2021 - Jul. 2021

AI Research Intern

- Participated in developing prediction model for the early detection of cachexia in pancreatic cancer

- Performed data preprocessing on irregular time-series SMI (Skeletal Muscle Index) data.
- Conducted time-series clustering analysis to identify patients clusters that differ in survival rate.
- Drafted the methodology, results, and interpretation of clustering analysis.
- Executed feature selection on the machine learning model.

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

- Defined and subdivided the product category of CDSS (Clinical Decision Support System).
- Carried out an in-depth analysis of CDSS market.
- Devised a formula to estimate the economic value of VitalCare.

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.

SKILLS

Tools:	Python, R, Qualtrics, Linux, Latex
Deep Learning:	Pytorch, Pytorch-lightning, TensorFlow 2.0
Statistics Softwares:	SPSS, STATA, SAS
Languages:	English

AWARDS AND HONORS

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

OTHER EXPERIENCES

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

Undergraduate exchange student

Women Basketball Club KAIST

Sep. 2017 - Dec. 2018

Founder/Team leader