

# YEONSOO LEE

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## EDUCATION

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**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

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**Quantitative Marketing** social media marketing, advertising, aesthetic evaluation, image content analysis

## RESEARCH EXPERIENCES

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**An Exploration of the Effects of Machine-Extracted Body Pose in Image Contents**  
*with Professor Hyejin 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 Hyejin 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

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**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 (*scheduled*) *Jun. 2023*

## SELECTED COURSEWORK

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### 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

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### **Introduction of Metaverse Library** Q-Marketing lab, KAIST

Sep. 2022 - Dec. 2022

*Project Participant*

- Participated in constructing metaverse library 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

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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.

## SKILLS

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

## AWARDS AND HONORS

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### **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

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### **Counseling Assistant** BTM, KAIST

Sep. 2022 - Feb. 2023

*Provide counseling for undergraduate and graduate students*

### **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*