

HYUNHWAN "AIDEN" LEE

MARKETING PH.D. CANDIDATE, SCHOOL OF BUSINESS ADMINISTRATION, UNIVERSITY OF MIAMI

(Last updated on May 15, 2019)

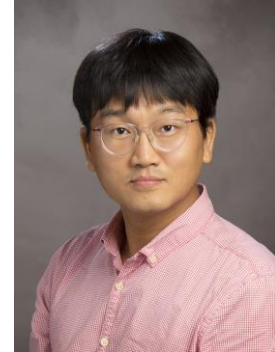
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<http://ainmarketing.net/>

<http://geoinfluence.net/>



EDUCATION

Ph.D., Marketing, University of Miami (2020 expected)

M.S., Statistics, State University of New York at Stony Brook (2015)

Bachelor of Business Administration, Korea University (2007)

RESEARCH INTEREST

Modern Brand Management using

- Machine Learning & Deep Learning (Artificial Intelligence)
- Text Mining & Natural Language Processing
- Video Processing
- Geo-Spatial Analysis
- Big Data Analysis

WORKING PAPERS

Hyunhwan "Aiden" Lee, Joseph Johnson, Gerard J. Tellis. "Geo-Influence: Modeling Location-Specific Effects of Social Influence on Brand Preferences" Submitted to *Marketing Science*

<http://geoinfluence.net/>

Joseph Johnson, Debanjan Mitra, Sivaramakrishnan Siddarth, **Hyunhwan "Aiden" Lee**. "Brand Hazard: A Prognostic Complement to Customer-Based Brand Equity" Revision invited, *Journal of Marketing*

WORKS IN PROGRESS

Hyunhwan “Aiden” Lee (Advisor: Joseph Johnson), “Facebook Video Ads” (Dissertation Part 1)

Hyunhwan “Aiden” Lee (Advisor: Joseph Johnson), “Brand Endorsement” (Second Year Paper & Dissertation Part 2)

Hyunhwan “Aiden” Lee, Joseph Johnson, Michael Tsiros, “Re-examining Net Promoter Score”

Hyunhwan “Aiden” Lee, Joseph Johnson, “Geographic Brand Equity Measures” (Based on First Year Paper)

AWARDS, GRANTS & HONORS

2019	ISMS Doctoral Consortium Fellow
2018	AMA-Sheth Foundation Doctoral Consortium Fellow
2015-2019	University of Miami Doctoral Fellowship
1999-2007	Business College Alumni Scholarships (full scholarship), Korea University
1999	Excellence Grant for Freshmen, Korea University

CONFERENCE & INVITED TALK

Hyunhwan “Aiden” Lee, Joseph Johnson, Gerard J. Tellis. “Geo-Influence: Modeling Location-Specific Effects of Social Influence on Brand Preferences”

- <http://geoinfluence.net/>
- The 41th Annual ISMS Marketing Science Conference, June 20 – 22, 2019, Rome, Italy
- The 2019 Haring Symposium, April 19 – 20, 2019, Bloomington, IN.
- The 1st Interdisciplinary Research Cluster Day, April 1, 2019, Coral Gables, FL.
- The 3rd Annual Three Minute Thesis Competition, Feb 6, 2019, Coral Gables, FL.

Hyunhwan “Aiden” Lee, Joseph Johnson, Michael Tsiros. “Re-examining Net Promoter Score”

- The 40th Annual ISMS Marketing Science Conference, June 13 – 16, 2018, Philadelphia, PA.

Nikhita Vedula, Wei Sun, **Hyunhwan “Aiden” Lee**, Harsh Gupta, Mitsunori Ogihara, Joseph Johnson, Gang Ren, and Srinivasan Parthasarathy. “Multimedia Temporal and Emotional Content Analysis for Effective Advertisements”

- 2017 17th IEEE International Conference on Data Mining (ICDM), New Orleans, LA.
<https://arxiv.org/abs/1709.03946>

Gang Ren, Joseph Johnson, **Hyunhwan "Aiden" Lee**, Mitsunori Ogihara. "Sequential Pattern Based Temporal Contour Representations for Content-Based Multimedia Timeline Analysis"

- 2016 15th IEEE International Conference on Machine Learning and Applications (ICMLA), Anaheim, CA. pp. 657-664. <https://ieeexplore.ieee.org/document/7838220>

Hyunhwan "Aiden" Lee, Joseph Johnson, Gerard J. Tellis. "Brand Map: A Spatial and Dynamic Analysis of Brand Associations using Social Media"

- The 39th Annual ISMS Marketing Science Conference, June 7 – 10, 2017, Los Angeles, CA.

Ethan Pew, **Hyunhwan "Aiden" Lee**, "When is 10% Worthwhile?"

- 2015 SJDM (Society for Judgment and Decision Making), Chicago, IL.

WORKSHOPS

IOHK Summit 2019 (Blockchain)

INPUT OUTPUT (IOHK). APR. 17-18, 2019

3rd Annual BIG DATA Conference

CENTER OF COMPUTATIONAL SCIENCE IN UNIVERSITY OF MIAMI. DEC. 6, 2018

AWS Summit Seoul (Deep Learning / Public Sector)

AMAZON WEB SERVICES, INC. APR. 18-19, 2018

Audio Analysis Workshop

CENTER OF COMPUTATIONAL SCIENCE IN UNIVERSITY OF MIAMI. JAN. 22-26, 2018

BIG DATA Conference & Workshop

CENTER OF COMPUTATIONAL SCIENCE IN UNIVERSITY OF MIAMI. DEC. 4-5, 2017

The Quantitative Marketing and Structural Econometrics Workshop

OLIN BUSINESS SCHOOL IN WASHINGTON UNIVERSITY IN ST. LOUIS. JUL. 17-19, 2017

Frontiers of Applied Statistics in Marketing

DATA SCIENCE INSTITUTE AT COLUMBIA UNIVERSITY. APR. 21, 2017

BIG DATA Conference

CENTER OF COMPUTATIONAL SCIENCE IN UNIVERSITY OF MIAMI. SEP. 21, 2016

INDUSTRY EXPERIENCE

LG CNS

SEOUL, S.KOREA

SYSTEM ENGINEER & PROJECT LEADER

JAN. 2008 - APR. 2011

- News Broadcasting System, Seoul Broadcasting System (SBS) - Project Leader (Java, C++, Pascal)
- Search system, Education Broadcasting System (EBS) - System Engineer (Java/JSP)

- Electronic Textbook System, Government of South Korea - System Engineer (Java/JSP)
- Development Management System, LG CNS - System Engineer (Java/JSP)
- G-ERP, LG Electronics - System Engineer (Oracle ERP)
- Executives Management System, LG Display - System Engineer (Java/JSP, Best Practical Agile Project)
- Korea Electronic Passport System, Government of South Korea - Testing
- Korea Information System of Criminal-Justice Services (www.kics.go.kr), Government of South Korea - System Engineer (Oracle SQL)

EHWA DIECASTING

SYSTEM MANAGER

- ERP - System Manager

KYUNGGI-DO, S.KOREA

APR. 2011 - DEC. 2012

SKILLS

MATHEMATICAL PROGRAMMING (R, MATHEMATICA, MATLAB, SAS, SPSS)

COMPUTER PROGRAMMING (JAVA, PYTHON, C++, VB)

WORKED FOR 5 YEARS IN INDUSTRY AS JAVA/JSP/SQL PROGRAMMER

DATABASE (SQL: MYSQL, MARIA DB, ORACLE, MS SQL, DB2)

WORKED FOR 5 YEARS IN INDUSTRY AS JAVA/JSP/SQL PROGRAMMER

ORACLE DBA CLASS (2010)

MACHINE LEARNING & DEEP LEARNING (TENSORFLOW, KERAS, PYTORCH)

NATURAL LANGUAGE PROCESSING & VIDEO PROCESSING

WORKING WITH UNIVERSITY OF MIAMI CENTER FOR COMPUTATIONAL SCIENCE

BIG DATA ANALYSIS (SPARK, HADOOP, NOSQL DATABASE)

WORKING WITH UNIVERSITY OF MIAMI CENTER FOR COMPUTATIONAL SCIENCE

WEB PROGRAMMING (JSP, PHP, JAVA SCRIPT)

WORKED FOR 5 YEARS IN INDUSTRY AS JAVA/JSP/SQL PROGRAMMER

SUN MICROSYSTEMS AJAX & JAVA SCRIPT CLASS (2010)

COURSEWORK

MARKETING	Marketing Strategy	Ph.D.
	Consumer Behavior Seminar	Ph.D.
	Topics in Marketing	Ph.D.
ECONOMICS	Econometrics	Ph.D.
	Advanced Econometrics	Ph.D.
	Applied Econometrics	Ph.D.
	(Panel Data & Non-parametric Analysis)	

	Macroeconomic Theory	Ph.D.
STATISTICS	Categorical Data Analysis	Ph.D.
	Meta-analytic Methods	Ph.D.
	Applied Multivariate Statistics	Ph.D.
	Modern Numerical Multivariate Methods (Bayesian Multivariate Analysis & Machine Learning)	Ph.D.
	Computer Applications in Educational and Behavioral Science Research	Ph.D.
	Design of Experiments	M.S.
	Statistical Computing	M.S.
	Mathematical Statistics	M.S.
	Data Analysis	M.S.
	Applied Regression Analysis	M.S.
	FINANCE	Quantitative Finance
Advanced Stochastic Models, Risk Assessment, and Portfolio Optimization		M.S.
GEOGRAPHY	Geographic Information Systems	Ph.D.
	Research Design in Geography	Ph.D.
ENGINEERING & OPERATIONS RESEARCH	Linear Programming	Ph.D.
	Machine Learning	Ph.D.
	Computational Geometry (Audit)	M.S.

TEACHING EXPERIENCE

Instructor

MARKETING RESEARCH AND MARKET ANALYSIS (MKT302)

FALL, 2018

TEACHING INTEREST

Data Mining, Statistical Programming, Machine Learning, Data Analysis, Big Data, Digital Marketing

HOBBIES

PHOTOGRAPHY (SEE URL [HTTP://WWW.H2STYLE.COM](http://www.h2style.com))

GROUP EXHIBITION, "DISTANCE", KT&G SANGSANGMADANG, KOREA, 2011

FILMING & WRITING SCRIPTS

SEVERAL SHORT FILMS, KOREA, 1999 – 2006

RETAIL ADVERTISEMENTS, KOREA, 2003~2004

WEB DESIGN

SEVERAL WEBPAGES SINCE 1999 INCLUDING

PERSONAL WEB PAGE ([HTTP://H2STYLE.COM](http://H2STYLE.COM) SINCE 1999),

FES (FUTURE ENTREPRENEURS' SOCIETY, [HTTP://WWW.FES.KR](http://WWW.FES.KR), 2007),

FUTURE FORREST ([HTTP://WWW.FUTUREFOREST.ORG/](http://WWW.FUTUREFOREST.ORG/), 2007)