HYUNHWAN "AIDEN" LEE

Assistant Professor of Marketing at California State University Long Beach
(Last updated on June 4, 2023)

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Google Scholar

EDUCATION

2020	Ph.D., Marketing, University of Miami
2015	M.S., Statistics, State University of New York at Stony Brook
2007	Bachelor of Business Administration, Korea University

ACADEMIC AND RESEARCH APPOINTMENTS

California State University Long Beach
Assistant Professor of Marketing .... 2022 ~ present

HEC Montréal
Assistant Professor in Marketing .... 2020 ~ 2022
Research Member of Tech3Lab .... 2020 ~ 2022
Research Member of Computational Linguistics in Quebec (CLIQ) .... 2021 ~ 2022

RESEARCH INTERESTS

Modern brand management and content analysis using
- machine learning & deep learning,
- text mining & natural language processing,
- audio/visual processing,
- geospatial analysis,
- big data analysis, and
- stochastic models

PUBLICATIONS

Nguyen Le Thanh, Hyunhwan "Aiden" Lee, Joseph Johnson, Mitsunori Ogihara, Gang Ren, and James W. Beauchamp. (2019). "A new auditory image for social media: Moving towards correlation of spectrographic analysis and interpretation with audience perception", *The Journal of the Acoustical Society of America,* 146(4), pp.2846-2846. https://asa.scitation.org/doi/abs/10.1121/1.5136876

Nguyen Le Thanh, Hyunhwan "Aiden" Lee, Joseph Johnson, Mitsunori Ogihara, Gang Ren, and James W. Beauchamp, "Multi-Scale Auralization for Multimedia Analytical Feature Interaction", *2019 Audio Engineering Society (AES) 147th Pro Audio Convention in New York, NY.* http://www.aes.org/e-lib/browse.cfm?elib=20579

Nikhita Vedula, Wei Sun, Hyunhwan "Aiden" Lee, Harsh Gupta, Mitsunori Ogihara, Joseph Johnson, Gang Ren, and Srinivasan Parthasarathy, "Multimodal Content Analysis for Effective Advertisements on YouTube", *2017 IEEE International Conference on Data Mining (ICDM)*, New Orleans, LA, 2017, pp. 1123-1128. https://ieeexplore.ieee.org/document/8215612

Gang Ren, Joseph Johnson, Hyunhwan "Aiden" Lee, and 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, 2016, pp. 657-664. https://ieeexplore.ieee.org/document/7838220

AWARDS, GRANTS & HONORS

- AACSRE Emerging Fellow, AACSRE, 2023 https://www.aacsre.org/emerging-fellows
- ORED Multidisciplinary Research Grant ($15,000), CSULB, 2023
- Hong Kong Polytechnic University (HK$68,891), 2022
- FRQSC for User Experience: A Multi-Method Approach (Tech3Lab) ($424k), 2022
- CRSNG/NSERC alliance grant ($6.9M), 2022
- HEC Montréal Assembly of Professors Research Grant ($10k), 2021
- HEC Montréal Research Grant ($30k), 2020
- Research grant ($10k) from Catholic Medical Center at Catholic University of Korea, 2020
- ISMS Doctoral Consortium Fellow, 2019
- Finalist, University of Miami's Three Minute Thesis (3MT®) competition, 2019 (Representative of Miami Business School)
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2018
- University of Miami Doctoral Fellowship, 2015-2020
- Business College Alumni Scholarships (full scholarship), Korea University, 1999-2007
- Excellence Grant for Freshmen, Korea University, 1999
- The 532nd Tiger Scout (Highest Scout rank equivalent to Eagle Scout of U.S. and King's Scouts of U.K.), Korea Scout Association

MANUSCRIPTS UNDER REVIEW

Hyunhwan "Aiden" Lee, Joseph Johnson, and Gerard J. Tellis, "Geo-Influence: Modeling Location-Specific Effects of Social Influence on Brand Preferences," 4th round at *Journal of Marketing Research* (http://geoinfluence.net/)

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

Inhwa Kim, Chung-Wha 'Chloe' Ki, Hyunhwan "Aiden" Lee, and Youn-Kyung Kim, "The effects of virtual AI influencers' form realism on consumers perception and behavior on social media," 1st round at *Journal of Business Research*.

WORKING PAPERS

Hyunhwan "Aiden" Lee, Joseph Johnson, and Gerard J. Tellis, "The Power of Visual and Audio Saliency in Audience Engagement: Evidence from Facebook Video Ads," preparing for submission to *Marketing Science*
- Supported by HEC Montréal Assembly of Professors Research Grant ($10k)

Hyunhwan "Aiden" Lee, "Dynamics and Predictions of Brand Endorsement using User-Generated Content and Brand-Generated Content," preparing for submission to *Journal of Marketing*

Joseph Johnson, Gang Ren, Hyunhwan "Aiden" Lee, and Mitsunori Ogihara, "DEEPSENSE: A Deep-Learning Predictive Tool for Evaluating Effectiveness of Video Commercials," accepted for *Theory + Practice in Marketing Conference* 2019 and preparing for submission to *Marketing Science*

Ashley Stevens Chenn, Hyunhwan "Aiden" Lee, Sze Man Chong, Juyeun Jang, and Chung-Wha Chloe Ki, "Marketing in digital fashion & metaverse: Evidence from Twitter," preparing for submission to *Journal of Business Research*.

- Submitted to Psychology & Marketing Award on Consumer Psychology & Marketing in the Age of Digital Transformation (2023 Global Marketing Conference at Seoul)

WORK IN PROGRESS

Chung-Wha 'Chloe' Ki, Hyunhwan "Aiden" Lee, Erin Cho, and Juyeun Jang, "Designing human-centered AI," research in progress
- Funded by Hong Kong Polytechnic University. HK$68,891.

Hyunhwan "Aiden" Lee and Reo Song, "New Product Diffusion across Geographic Location," research in progress

Hyunhwan "Aiden" Lee, Reo Song, & Ju Cheol Moon, "Advertising for Education," research in progress
- Supported by ORED Multidisciplinary Research Grant. $15,000
- Supported by AACSRE Emerging Fellow

CONFERENCE PRESENTATION

- The 43rd ISMS Marketing Science Conference, University of Rochester, 2021
- The 1st AIM (Artificial Intelligence in Management) Conference, University of Southern California, 2021
- Behavioral Insights from Text Conference, University of Pennsylvania, 2020
- The 41st ISMS Marketing Science Conference, University of Rome, 2019
- The 2019 Haring Symposium, Indiana University, 2019
- The 1st Interdisciplinary Research Cluster Day, University of Miami, 2019
- The 3rd Annual Three Minute Thesis Competition, University of Miami, 2019
- The 40th Annual ISMS Marketing Science Conference, Temple University, 2018
- The 39th ISMS Marketing Science Conference, University of Southern California, 2017
- The Geography Research for Graduate Students, University of Miami, 2016
- SJDM (Society for Judgment and Decision Making), 2015

INVITED TALKS

- Natural Language Processing Workshop, IVADO, 2023
  https://catalogue.ivado.umontreal.ca/Web/MyCatalog/ViewP?pid=DwpGfXsYFQ5dNLAWEt9mWQ%3D%3D&id=Hgyxs8vJM9WWFQHVfhP%2Biw%3D%3D
- Seoul National University, 2023
- California State University, Long Beach, 2021
- Natural Language Processing Workshop, IVADO, 2021
- Korea University, 2021
- 11th Montreal Industrial Problem Solving Workshop, IVADO, 2021
  (http://crm.umontreal.ca/probindustrielsEn2021/index.php/coveo-eng)
- Desjardins Group, 2021
- IVADO (https://ivado.ca/en/), 2021
- Intact Financial Corporation, 2020
- Korea Institute for International Economic Policy (KIEP), 2020
- HEC Montréal, 2020
- University of Manitoba, 2019
- University of Groningen, 2019
- Syracuse University, 2019
- Erasmus University Rotterdam, 2019
- University of Missouri in Columbia, 2019
- Worcester Polytechnic Institute, 2019
- Oakland University, 2019

MEDIA EXPOSURE

Business Miami, *"The Social Media Brand Reveal "* Fall 2017, interview of Hyunhwan "Aiden" Lee and Joseph Johnson

TEACHING INTEREST

- Modern brand management/analytics
- Marketing analytics
- Marketing management
- Text, audio, and video analysis for marketing/business application
- AI in marketing (machine learning & deep learning for marketing)
- Data mining
- Programming in R and Python

TEACHING & ACADEMIC SERVICE

Coordinator & Instructor
- MKTG 695 - Selected Topics in Marketing (Machine Learning) with Modern Brand Analytics: Machine Learning-based Brand Analytics (Spring, 2023)
- Natural Language Processing for Brand Management (Fall, 2021, IVADO & CLIQ)
- Natural Language Processing using Online Reviews (Spring, 2023, IVADO & CLIQ)

Instructor
- MKTG 695 – Selected Topics in Marketing: Machine Learning (Spring, 2023, California State University Long Beach)
- MKTG 494 – Marketing Management (2022 ~ present), California State University Long Beach)
- MARK 10100A - Introduction to Marketing (2021 ~ 2022, HEC Montréal)
- MKT 302 - Marketing Research and Market Analysis (Fall, 2018, University of Miami)

Teaching Assistant
- MKT 649 - Strategic Brand Management (Summer, 2019, University of Miami)
- MKT 361 - Brand Content Management (Spring, 2020, University of Miami)
- MKT 371 - Artificial Intelligence in Marketing (Spring, 2020, University of Miami)
- MKT 372 - Text and Image Analysis for Marketing (Spring, 2020, University of Miami)

DISSERTATION COMMITTEES

Member
- Chau Minh Nguyen, Ph.D. in Marketing, HEC Montréal
- Antoine Hudon, M.Sc. in Marketing, HEC Montréal

PROFESSIONAL SERVICE

Natural Language Processing Workshop for Industrial Members, Coordinator & Instructor (Montreal, Canada, 2021, 2023)
   https://catalogue.ivado.umontreal.ca/Web/MyCatalog/ViewP?pid=DwpGfXsYFQ5dNLAWEt9mWQ%3D%3D&id=Hgyxs8vJM9WWFQHVfhP%2Biw%3D%3D
11th Montreal Industrial Problem Solving Workshop, Solution Advisor (Montreal, Canada, 2021)
   http://crm.umontreal.ca/probindustrielsEn2021/
Consortium of Linguistic Information in Quebec (CLIQ), IVADO (Montreal, Canada, 2021)
   https://ivado.ca/en/
The National Pilot Project of Bio Big Data Construction, Analyst and Modeler (Republic of Korea, 2020)
   http://www.nih.go.kr/contents.es?mid=a40510010100

CONSULTING

Catholic Medical Center at Catholic University of Korea
Perry Ellis

WORKSHOPS

Natural Language Processing Workshop, IVADO, 2021, 2023
Consortium of Linguistic Information in Quebec (CLIQ), 2021
Miami Behavioral Finance Conference, University of Miami, 2019
Big Data Conference + VizUM, University of Miami, 2019
IOHK Summit 2019 (Blockchain), INPUT OUTPUT (IOHK), 2019
BIG DATA Conference, University of Miami, 2018
AWS Summit Seoul (Deep Learning / Public Sector), Amazon Web Services, 2018
Audio Analysis Workshop, University of Miami, 2018
BIG DATA Conference & Workshop, University of Miami, 2017
Quantitative Marketing and Structural Econometrics Workshop, Washington University in St. Louis, 2017
Frontiers of Applied Statistics in Marketing, Columbia University, 2017
BIG DATA Conference, University of Miami, 2016

SKILLS

Mathematical programming (R, MATHEMATICA, MATLAB, SPSS, SAS)
Computer programming (Java, Python, C++, VB)
- Worked for 5 years in industry as Java/JSP/SQL programmer
- Collaborate with computer science faculties at University of Miami, Université de Montréal, and HEC Montréal

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)
- Worked with Center for Computational Science (CCS) at University of Miami
- Faculty member of Tech3Lab
- Faculty member of Consortium of Linguistic Information in Quebec (CLIQ)

Big data analysis (Spark, Hadoop, NoSQL database-MongoDB)
- Worked with Center for Computational Science (CCS) at University of Miami

Web programming (JSP, PHP, JavaScript)
- Worked for 5 years in industry as Java/JSP/SQL programmer
- Sun Microsystems AJAX & JavaScript class (2010)

PROFESSIONAL ASSOCIATIONS

- American Marketing Association (AMA)
- INFORMS
- MSI

INDUSTRY EXPERIENCE

LG CNS, Seoul, Republic of Korea
- System Engineer & Project Leader
- Jan. 2008 - Apr. 2011

Ehwa Diecasting, Kyunggi-Do, Republic of Korea
- System Manager
- Apr. 2011 - Dec. 2012

HOBBIES

Photography (See http://www.h2style.com since 1999)
- Group exhibition, "*Distance,*" KT&G Sangsangmadang, Korea, 2011

Filming & writing scripts
- Several short films, Korea, 1999~2006
- Retail advertisements (BBDO Korea), Korea, 2003~2004

Web design: several webpages including
- FES (Future Entrepreneurs' Society, http://www.fes.kr, 2007)
- Future Forrest (Nonprofit organization in Korea, http://www.futureforest.org, 2007)