HYUNHWAN "AIDEN" LEE

PH.D. CANDIDATE IN MARKETING, MIAMI BUSINESS SCHOOL, UNIVERSITY OF MIAMI
(Last updated on August 17, 2019)
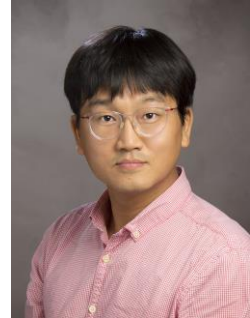
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Google Scholar: https://scholar.google.com/citations?user=Cw184mQAAAAJ

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 INTERESTS

Modern Brand Management using
- Machine Learning & Deep Learning (Artificial Intelligence)
- Text Mining & Natural Language Processing
- Video Processing
- Geo-Spatial Analysis
- Big Data Analysis
- Stochastic Models

PUBLICATIONS

Nguyen Le Thanh, James W. Beauchamp, **Hyunhwan "Aiden" Lee**, Gang Ren, Joseph Johnson and Mitsunori Ogihara, "Multi-Scale Auralization for Multimedia Analytical Feature Interaction", *2019 Audio Engineering Society (AES) 147th Pro Audio Convention in New York, NY*.

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 17th IEEE International Conference on Data Mining (ICDM)*, New Orleans, LA.
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. pp. 657-664. https://ieeexplore.ieee.org/document/7838220

MANUSCRIPTS UNDER REVIEW

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

WORKING PAPERS

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

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 *Journal of Marketing*.

WORK IN PROGRESS

- **Hyunhwan "Aiden" Lee**, Joseph Johnson, and Michael Tsiros, "Re-examining Net Promoter Score," research in progress
- **Hyunhwan "Aiden" Lee**, and Joseph Johnson, "Geographic Brand Equity Measures," research in progress (Based on First-Year Paper)

DISSERTATION

- *Chair*: Joseph Johnson
- *Committee Members*:
    - Gerard J. Tellis (University of Southern California)
    - A. "Parsu" Parasuraman (University of Miami)
    - Oded Netzer (Columbia University)
    - Ogihara Mitsunori (Computer Science, University of Miami)
- *Proposal Defended*: May 3, 2019
- **Essay 1- Dynamics and Predictions of Brand Endorsement using User-Generated Content and Brand-Generated Content**
- **Essay 2- The Power of Visual and Audio Saliency in Audience Engagement: Evidence from Facebook Video Ads**

CONFERENCE & INVITED TALKS

Hyunhwan "Aiden" Lee, Joseph Johnson, and Gerard J. Tellis, "Geo-Influence: Modeling Location-Specific Effects of Social Influence on Brand Preferences"
- **http://geoinfluence.net/**
- The 41st 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, February 6, 2019, Coral Gables, FL.

Hyunhwan "Aiden" Lee, Joseph Johnson, and Michael Tsiros, "Re-examining Net Promoter Score"
- The 40th Annual ISMS Marketing Science Conference, June 13 – 16, 2018, Philadelphia, PA.

Hyunhwan "Aiden" Lee, Joseph Johnson, and 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.
- The Geography Research for Graduate Students, April 21, 2016

Ethan Pew, and **Hyunhwan "Aiden" Lee**, "When is 10% Worthwhile?"
- 2015 SJDM (Society for Judgment and Decision Making), Chicago, IL.

AWARDS, GRANTS & HONORS

- 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-Present
- Business College Alumni Scholarships (full scholarship), Korea University, 1999-2007
- Excellence Grant for Freshmen, Korea University, 1999

WORKSHOPS

- IOHK Summit 2019 (Blockchain), INPUT OUTPUT (IOHK). April 17-18, 2019
- 3rd Annual BIG DATA Conference, Center of Computational Science, University of Miami. December 6, 2018
- AWS Summit Seoul (Deep Learning / Public Sector), Amazon Web Services, Inc. April 18-19, 2018
- Audio Analysis Workshop, Center of Computational Science, University of Miami. January. 22-26, 2018
- BIG DATA Conference & Workshop, Center of Computational Science, University of Miami. December 4-5, 2017
- The Quantitative Marketing and Structural Econometrics Workshop, Olin Business School, Washington University in St. Louis. July 17-19, 2017
- Frontiers of Applied Statistics in Marketing, Data Science Institute, Columbia University. April 21, 2017
- BIG DATA Conference, Center of Computational Science, University of Miami. September 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/AJAX)
- 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   KYUNGGI-DO, S.KOREA
SYSTEM MANAGER   APR. 2011 - DEC. 2012
- ERP - System Manager

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
  - Collaborated with computer science faculty
    - Tiago Fernandes Tavares
      Assistant Professor at the School of Electrical and Computer Engineering, tavares@dca.fee.unicamp.br, http://timba.nics.unicamp.br/~tiagoft/
- 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 Center for Computational Science at University of Miami
- Big Data Analysis (Spark, Hadoop, NoSQL database)
  - Working with Center for Computational Science 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)

COURSEWORK

MARKETING
- Marketing Strategy   Ph.D.
- Consumer Behavior Seminar   Ph.D.

	• Topics in Marketing	Ph.D.
ECONOMICS	• Econometrics	Ph.D.
	• Applied Econometrics (Panel Data & Non-parametric Analysis)	Ph.D.
	• Macroeconomic Theory	Ph.D.
MACHINE LEARNING	• Modern Numerical Multivariate Methods (Bayesian Multivariate Analysis & Machine Learning)	Ph.D.
	• Applied Multivariate Statistics	Ph.D.
	• Machine Learning	Ph.D.
	• Linear Programming	Ph.D.
	• Computational Geometry (Audit)	M.S.
	• Dynamic Programming (Audit)	M.S.
GEO-SPATIAL ANALYSIS	• Research Design in Geography (Geo-Spatial Analytics)	Ph.D.
	• Geographic Information Systems (GIS & Spatial Analysis)	Ph.D.
STATISTICS	• Categorical Data Analysis	Ph.D.
	• Computer Applications in Educational and Behavioral Science Research (Statistical Programming)	Ph.D.
	• Meta-analytic Methods	Ph.D.
	• Design of Experiments	M.S.
	• Applied Regression Analysis	M.S.
	• Statistical Computing	M.S.
	• Mathematical Statistics	M.S.
	• Data Analysis	M.S.
	• Introduction to Probability	M.S.
FINANCE	• Advanced Stochastic Models, Risk Assessment, and Portfolio Optimization	M.S.
	• Quantitative Finance	M.S.

TEACHING INTEREST

- Modern Brand Management
- Social Media Marketing / Digital Marketing
- Marketing Analytics
- Text, Audio and Video Analysis for Marketing
- AI in Marketing (Machine Learning & Deep Learning for Marketing)
- Data Mining
- Programming in R and Python for Marketing

TEACHING/ACADEMIC EXPERIENCE

Instructor
- MKT302 - Marketing Research and Market Analysis (Fall, 2018)

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

Mentor
- Research & programming mentoring for undergraduate students
  - Shaan Khosla (Senior student at University of Miami)
  - Haorui Chen (Software programmer at Two Shores Investors LLC)

PROFESSIONAL ASSOCIATIONS

- American Marketing Association (AMA)

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, 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)

REFERENCES

Joseph Johnson
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Miami Business School
University of Miami
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Gerard J. Tellis
Director of Center for Global Innovation,
Neely Chair of American Enterprise, and
Professor of Marketing
Marshall School of Business
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Phone: 213 740 5031

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