

Min Kyung Lee

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Department of Management
Hankamer School of Business
Baylor University

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APPOINTMENTS

- Baylor University** – Assistant Professor January 2020- Present
Department of Management
- Northern Illinois University** – Assistant Professor August 2018 – December 2019
Department of Operations Management and Information Systems
- Clemson University** – Graduate Instructor/Assistant August 2012 – August 2018
Department of Management

EDUCATION

- Clemson University**
Ph.D. in Business Administration (Operations and Supply Chain Management Track) 2018
Dissertation Title: *Essays on the New Service Innovation in the Hospitality Sector: A Service Operations Strategy Perspective*
- Clemson University**
Master of Science, Marketing 2010
Thesis Title: *The Effects of Web Site Metrics on Consumer Purchas Intention*
- Kangwon National University, South Korea** 2008
Bachelor of Arts, Economics (minor in International Trade)

PROFESSIONAL WORK EXPERIENCE

- Metal Source America, Inc. Lagrange, GA** – Logistic Coordinator
December 2010- April 2012
- Responsibilities included the creation of export bookings from the U.S. to various international destinations, the coordination with headquarters to provide efficient domestic and outbound ocean routing for shippers, and the maintenance of strong client relations by providing catered solutions to client issues.

REFEREED PUBLICATIONS

Lee, B., **M. K. Lee**, L. Fredendall (2022), “Response to Relative Performance Feedback in Simulation Games.” *International Journal of Management Education*, 20(3), 100698

Lee, J. S., **M. K. Lee**, S. K. Jeong, M. B. Lee, S. Park (2022), “Responding to Epidemic-driven Demand: Roles of Supply Channels.” *International Journal of Production Research*.

Charpin, R., **M. K. Lee**, T. Wu (2021), “Mobile procurement platforms: Bridging the Online and Offline Worlds in China’s Restaurant Industry.” *International Journal of Production Economics*, 241, 108256.

Lee, J. Y., K. McFadden, **M. K. Lee**, C. Gowen (2021), “U.S. Hospital Culture Profiles for Better Performance in Patient Safety, Patient Satisfaction, Six Sigma, and Lean Implementation.” *International Journal of Production Economics*, 234, 108047.

Helkkula, A., A. Buoye, H. R. Choi, **M. K. Lee**, S. Liu, T. Keiningham (2020), “Parents’ Burdens of Service for Children with ASD – Implications for Service Providers.” *Journal of Service Management*, 31(5), 1015-1039.

Lee, M. K., R. Verma, A. Roth (2015), “Understanding Customer Value in Technology-Enabled Services: A Numerical Taxonomy based on Usage and Utility.” *Service Science*, 7(3), 227-248.

MANUSCRIPTS UNDER REVISION FOR RESUBMISSION

Park, A., **M. K. Lee**, H. Park, J. H. Choi, J. M. Song, “The Impact of Safety Oversight on Air Cargo Price and Demand.” Major Revision at *Journal of Transportation Security*.

WORKING PAPERS

The following are the research projects of which the manuscripts are written and are currently being refined for submission to the target journals.

Lee, M. K., A. Roth, B. Quiroga, R. Verma, “Customer Experiences on Customer Perceived Value in Wellness-Centric Hotel Stays.”

Aragon, O., **M. K. Lee**, A. Roth, “Identifying Realized Customer Value for Wellness-Centric Features in Hospitality: Evidence from EEG signals.”

WORK-IN-PROGRESS PAPERS

Bao, C., **M. K. Lee**, W. Zhang, “Information Sharing in Crowdfunding Campaigns for Medical Expenses”

RESEARCH INTERESTS

Service Operations Strategy and Design, including Marketing-Operations Interfaces in Hospitality and Retail Services, Technology Adoption, and New Service Innovation; Empirical Research including Behavioral Experiments, Measurement, and Econometric Applications

AWARDS AND HONORS

Clemson University College of Business Graduate Teaching Assistant Excellence Award 2016-2017
Delos and MGM Grand Hotel, Stay-Well Program Dissertation Research Travel Award, March 27-29, 2017
Delos and MGM Grand Hotel, Stay-Well Program Dissertation Research Travel Award, January 21-24, 2016
Service Science Conference Travel Scholarship Award, IBM San Jose, November 24, 2014
Clemson University Department Doctoral Student Research Fellowship for the 2013-2014
Clemson University Doctoral Graduate Fellowship 2012-2018
Clemson University Master Graduate Fellowship 2009-2010

INVITED TALKS AND CONFERENCE PRESENTATION

Lee, M. K. (presenter), A. V. Roth, B. Quiroga, and R. Verma, “Customer Experiences on Customer Perceived Value in Wellness-Centric Hotel Stays,” DSI 2021 Annual Meeting (virtual), November 17-20, 2021 (**Invited**)

Park, A. (presenter), M. K. Lee, J. H. Choi, J. M. Song, “Determinants of Air Cargo Pricing,” INFORMS 2021 Annual Meeting, October 24-27, Anaheim, CA

Aragon, O., M. K. Lee (presenter), A. V. Roth, “Identifying Perceived Customer Value for Wellness-Centric Features in Hospitality: Evidence from EEG Signals,” Korea Production and Operations Management Society 2021 Annual Meeting (virtual), August 16-18, 2021 (**Invited**)

Lee, M. K. (presenter), A. V. Roth, and O. Aragon, “Identifying Perceived Customer Value for Wellness-Centric Features in Hospitality: Evidence from EEG Signals,” POMS 2020 Annual Meeting, April 23-27, 2020, Minneapolis, MN (Cancelled) (**Invited** and **Session Organizer**)

Lee, J. Y., K. McFadden (presenter), M. K. Lee, C. Gowen, “Organizational Culture Patterns and Performance in U.S. Hospitals: The Competing Values Framework”, DSI 2019 Annual Meeting, November 24-25, 2019, New Orleans, LA (**Invited**)

Lee, M. K. (presenter), A. V. Roth, and O. Aragon, “Identifying Perceived Customer Value for Wellness-Centric Features in Hospitality: Evidence from EEG Signals,” INFORMS 2019 Annual Meeting, October 20-23, 2019, Seattle, WA (**Invited**)

Thought Leadership Forum entitled “Service Imperative in Health, Hospitality and Design”, hosted by The Cornell Institute of Healthy Futures, Cornell College of Business, May 8-10, 2019, Ithaca, NY (**Invited**)

Lee, M. K. (presenter), A. V. Roth, and O. Aragon, “Identifying Perceived Customer Value for Wellness-Centric Features in Hospitality: Evidence from EEG Signals,” POMS 2019 Annual Meeting, May 3-6, 2019, Washington D.C.

Lee, M. K. (presenter), A. V. Roth, and O. Aragon, “Identifying Perceived Customer Value for Wellness-Centric Features in Hospitality: Evidence from EEG Signals,” DSI 2018 Annual Meeting, November 17-19, 2018, Chicago, IL **(Invited)**

Lee, M. K. (presenter), A. V. Roth, B. Quiroga, and R. Verma, “Customer Experiences on Customer Perceived Value in Wellness-Centric Hotel Stays: A Structural Econometric Analysis,” POMS 2018 Annual Meeting, May 4-7, 2018, Houston, TX

Lee, M. K. (presenter), A. V. Roth, B. Quiroga, and R. Verma, “The Sequence Effects of Customer Experiences on Customer Perceived Value in Wellness-Centric vs. Standard Hotel Stays,” DSI 2017 Annual Meeting, November 18-20, 2017, Washington D.C. **(Session Chair)**

Lee, M. K. (presenter), A. V. Roth, B. Quiroga, and R. Verma, “The Sequence Effects of Customer Experiences on Customer Perceived Value in Wellness-centric vs. Standard Hotel Stays: A Structural Econometric Analysis,” INFORMS 2017 Annual Meeting, October 22-25, 2017, Houston, TX

Lee, M. K. (presenter), A. V. Roth, B. Quiroga, and R. Verma, “Customer Experiences on Customer Perceived Value in Wellness-Centric Hotel Stays: A Structural Econometric Analysis,” 2017 Workshop on Empirical Research in Operations Management, Wharton School of the University of Pennsylvania, September 7-8, 2017, Philadelphia, PA **(Invited)**

Roth, A. V. (presenter), M. K. Lee, and R. Verma, “Creating Customer Value at the Intersection of Hospitality and Wellness: An Exploratory Investigation,” Service Operations Thought Leadership Forum, May 10, 2017, University of Victoria, Victoria, BC, Canada **(Invited)**

Lee, M. K. (presenter), A. V. Roth, B. Quiroga, and R. Verma, “The Sequence Effects of Customer Experiences on Customer Perceived Value in Wellness-Centric vs. Standard Hotel Stays: A Structural Econometric Analysis,” POMS 2017 Annual Meeting, May 5-8, 2017, Seattle, WA **(Session Chair)**

Roth, A. V. (presenter), M. K. Lee, and R. Verma, “Creating Customer Value at the Intersection of Hospitality and Wellness: An Exploratory Investigation,” Research Presentation to MGM Grand and Delos Executives, March 27-29, 2017, Las Vegas, NV **(Invited)**

Roth, A. V., M. K. Lee (presenter), and R. Verma, “Wellness Centered Operations Strategies: A New Service Design Perspective,” DSI 2016 Annual Meeting, November 19-22, 2016, Austin, TX **(Invited)**

Lee, M. K. (presenter), A. V. Roth, B. Quiroga, and R. Verma, “Financial Impact of Wellness Centered Operations: Econometric Analysis,” DSI 2016 Annual Meeting, November 19-22, 2016, Austin, TX **(Invited)**

Lee, M. K. (presenter), A. V. Roth, B. Quiroga, and R. Verma, “Introduction to Wellness-Inspired Service Operations Strategies,” INFORMS 2016 Annual Meeting, November 13-16, 2016, Nashville, TN **(Invited)**

Roth, A. V., M. K. Lee (presenter), and R. Verma, “Financial Valuation of Wellness Centered Operations,” INFORMS 2016 Annual Meeting, November 13-16, 2016, Nashville, TN

Roth, A. V., M. K. Lee (presenter), and R. Verma, “The Financial and Market Impact of Wellness-Inspired Guest Room New Service Design Features on Hotel Performance: Exploratory Analyses of a New Service Innovation,” Cornell Hospitality Health and Design Symposium, Cornell University School of Hotel Administration, October 9-11, 2016, Ithaca, NY (**Invited**)

Lee, M. K. (presenter), A. V. Roth, and R. Verma, “Understanding Experts and Regular Customer Value in Technology-Enabled Services,” POMS 2016 Annual Conference, May 6-9, 2016, Orlando, FL (**Session Chair**)

Lee, M. K. (presenter), A. V. Roth, and R. Verma, “Experts' and Customers' Usage and Utility of Technology-based Innovations in Service Industry,” DSI 2015 Annual Meeting, November 21-24, 2015 Seattle, WA

Lee, M. K. (presenter), A. V. Roth, and R. Verma, “A Comparative Analysis of Technology Usage and Utility Between Experts and Customers in Hospitality,” INFORMS 2015 Annual Meeting, November 1-4, 2015, Philadelphia, PA (**Invited**)

Lee, M. K. (presenter), A. V. Roth, and R. Verma, “A Comparative Analysis of Experts and Customers' Usage and Utility of Technology-based Innovations in Services,” POMS 2015 Annual Conference, May 8-11, 2015, Washington, DC (**Invited**)

OTHER EXPERIENCE

Research: Clemson University – Research Assistant

Dr. Aleda Roth

Summer 2017

Assisted with database and econometric data analyses

Dr. Dane Patrick Blevins

Fall 2016-Spring 2017

Assisted with collecting information about the founders of companies

Dr. Shouqiang Wang

Spring 2016

Assisted with literature review and empirical method critic for research involving strategic role of service quality monitoring

Dr. Jason Ridge

Fall 2012 – Spring 2013

Assisted with cleaning large data sets

Teaching: Baylor University – Assistant Professor

MGT/MIS 4330, Project Management (Two Sections)

Spring 2020-Spring 2022

MGT 3325, Operations Management

Spring 2023

Teaching: Northern Illinois University – Assistant Professor

OMIS 324, Introduction to Business Analytics

Fall 2018, 2019

OMIS 450, Service Operations Fall 2018, 2019
OMIS 627, Operations Analysis (Two Sections) Spring 2019

Teaching: Clemson University – Graduate Instructor
MGT 3900, Operations Management Spring 2015, 2018
MGT 3100, Intermediate Business Statistics Fall 2015, 2016, 2017
MGT 2180, Management Personal Computer Application Fall 2013, Spring 2014

PROFESSIONAL AFFILIATIONS

The Institute for Operations Research and the Management Sciences (INFORMS)
Production and Operations Management Society (POMS)
Decision Sciences Institute (DSI)

ACADEMIC SERVICE

Ad-Hoc Reviewer, *Service Science* 2020-Present
Ad-Hoc Reviewer, *Cornell Hospitality Quarterly* 2019
Most Influential Service Operations Paper Award Committee, *Production Operations Management* 2019