

# **Min Kyung Lee**

October 5, 2023

Department of Management  
Hankamer School of Business  
Baylor University

One Bear Place #98006 Waco, TX 76798-8006

Email: [minkyung\\_lee1@baylor.edu](mailto:minkyung_lee1@baylor.edu)

Office: (254) 710-6209

## **APPOINTMENTS**

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

## **EDUCATION**

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

## **PROFESSIONAL WORK EXPERIENCE**

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|--|---------------------------|
| <b>Metal Source America, Inc. Lagrange, GA</b> – 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

Park, A., **M. K. Lee**, H. Park, J. H. Choi, J. M. Song (2023), “The Impact of Security Oversight on Air Cargo Price and Demand.” *Journal of Transportation Security*.

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, B. Lee, M. 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 REVIEW

Bao, C., **M. K. Lee**, W. Zhang, “Boosting or Undermining? Unveiling the Two-Sided Effect of Updates in Medical Crowdfunding Campaigns”. *Journal of the Association for Information Systems*, 1<sup>st</sup> round Revise and Resubmit.

**Lee, M. K.**, A. Roth, B. Quiroga, R. Verma, “Customer Experiences on Customer Perceived Value in Wellness-Centric Hotel Stays.” *International Journal of Operations & Production Management*, Under Review.

## RESEARCH IN PROGRESS

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

Zhang, W., **M. K. Lee**, “Telemedicine and Its Impact on the Opioid Crisis: A Supply Chain Perspective.”

**Lee, M. K.**, W. Zhang, “Impact of the U.S.-China Trade Friction on Supply Chain Strategies During the Times of Conflict.”

## 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

Bao, C., M. K. Lee (presenter), and W. Zhang, “Stay Reticent or Loquacious? How to Manage Updates in Medical Crowdfunding Campaigns,” INFORMS 2023 Annual Meeting, October 15-18, 2023, Phoenix, AZ (**Invited**)

Lee, M. K. (presenter), “New Service Innovation in the Hospitality Sector: A Service Operations Strategy Perspective,” Yonsei University (virtual), May 19, 2022 (**Invited**)

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)**

## **TEACHING EXPERIENCE**

**Baylor University** – Assistant Professor

MGT/MIS 4330, Project Management

MGT 3325, Operations Management

Spring 2020-Spring 2022

Spring 2023-Present

**Northern Illinois University** – Assistant Professor

OMIS 324, Introduction to Business Analytics

OMIS 450, Service Operations

OMIS 627, Operations Analysis

Fall 2018, 2019

Fall 2018, 2019

Spring 2019

**Clemson University** – Graduate Instructor

MGT 3900, Operations Management

MGT 3100, Intermediate Business Statistics

MGT 2180, Management Personal Computer Application

Spring 2015, 2018

Fall 2015, 2016, 2017

Fall 2013, Spring 2014

## **SCHOLARLY 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

## **PROFESSIONAL AFFILIATIONS**

The Institute for Operations Research and the Management Sciences (INFORMS)

Production and Operations Management Society (POMS)

Decision Sciences Institute (DSI)