Myounggu Lee

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EDUCATION

KAIST, College of Business, Korea

Ph.D. in Business and Technology Management (Quantitative Marketing)	August 2023
M.S. in Management Engineering (Quantitative Marketing)	2015

KAIST, Daejeon, Korea

B.E. in Mechanical Engineering, concentration in Numerical Methods	2013

Seoul Science High School — 2007
Early graduation (2-year completion)

EMPLOYMENT

Assistant Professor	Department of Business Administration, School of Business, Konkuk University	03/2024-present
Lecturer	Department of Business Administration, College of Business Administration, University of Seoul	08/2023-02/2024

RESEARCH

Research Interests and Skills

Substantive: Applications of generative AI in business, Multimodal AI, Big data analytics, Digital marketing and retail media, AI transformation, Innovation strategies for mobile platforms, AI-driven information systems

Methodology: Computer vision, Text mining, Choice and demand modeling, Econometric techniques, Bayesian estimation, Randomized Controlled Trials (RCT), A/B testing

- **Machine Learning (AI):** Large Language Models (LLMs), Deep learning, Random forests, Gradient boosting algorithms, Dimensionality reduction, Collaborative filtering, Topic modeling, Latent Dirichlet Allocation (LDA), Explainable AI (XAI)

Programming: Python, R, STATA, SPSS, MATLAB, MySQL

Publications

Kim, W., Choi, I., & **Lee, M.** (2025). EXPLAINABLE AI-BASED MASS APPRAISAL: INSIGHTS FROM MACHINE LEARNING APPLICATIONS IN KOREA'S RESIDENTIAL PROPERTY MARKET. International Journal of Strategic Property Management. (Accepted)

Lee, M., Cho, J., Kim, Y., & Kim, H. J. (2025). Extracting offline retail shopping patterns: a restricted Boltzmann machines approach to customer segmentation and cross-selling. *Expert Systems with Applications*, 128797.

Kim, H., & Lee, M. (2025). Unraveling the Drivers of ESG Performance in Chinese Firms: An

Explainable Machine-Learning Approach. *Systems*, 13(7), 578.

Lee, M., Choi, I., & Kim, W. C. (2025). Predicting Mobile Payment Behavior Through Explainable Machine Learning and Application Usage Analysis. *Journal of Theoretical and Applied Electronic Commerce Research*, 20(2), 117.

Lee, M., & Kim, H. J. (2023). A collaborative filtering model incorporating media promotions and users' variety-seeking tendencies in the digital music market. *Decision Support Systems*, 114022.

Lee, M., Cho, J., Kim, Y., & Kim, H. J. (2023). Impact of Movie-watching on Cross-selling Revenue in Shopping Malls: Implications for Post-pandemic Recovery. *Journal of Retailing and Consumer Services*, 73, 103350.

Choi, I., **Lee, M.**, Kim, H., & Kim, W. C. (2023). Elucidating Directed Statistical Dependencies: Investigating Global Financial Market Indices' Influence on Korean Short Selling Activities. *Pacific-Basin Finance Journal*, 79, 102018. (First author - equal contribution)

Lee, M., and Kim, H. J. (2022). Exploring Determinants of Digital Music Success in South Korea. *Electronic Commerce Research*, 1-22.

Kim, H. J. and **Lee, M.** (2021). Research Trends in Machine Learning Applications in Marketing. *Korean Journal of Marketing*, 36(1), 1-25.

Research in Progress

"Unveiling invisible demand: A Generative AI approach," with Jihoon Cho and Hye-Jin Kim

"Excise Taxes and Retail Revenue," with Jihoon Cho

"When disaster strikes: The impact of national disasters on digital music consumption," with Youngju Kim and Doehun Kim

Presentations

"Unveiling invisible demand: A Generative AI approach," ***Best Paper Second Runner-up Award,*** *2025 KrAIS Summer Workshop,* Busan Port International Exhibition & Convention Center (BPEX), Busan, Korea (2025)

"Unveiling invisible demand: A Generative AI approach," *2025 Korean Marketing Association (KMA) Spring Conference,* Ewha Womans University, Seoul, Korea (2025)

"Unveiling invisible demand: A Generative AI approach," *2025 Korea Academy of Commodity Science and Technology (KACST) Spring Conference,* Incheon National University, Seoul, Korea (2025)

"When disaster strikes: The impact of national disasters on digital music consumption," *2024 KrAIS Summer Workshop,* Seoul National University, Seoul, Korea (2024)

"When disaster strikes: The impact of national disasters on digital music consumption," 2024 Joint Academic Conference on Management Information Systems, Yonsei University, Seoul, Korea (2024)

"When disaster strikes: The impact of national disasters on digital music consumption," *2024 Korea Productivity Association Spring Conference*, Konkuk University, Seoul, Korea (2024)

"Unveiling invisible demand: A Bayesian deep learning approach," *Marketing Dynamics Conference 2023,* Northeastern University*,* Boston, MA (2023)

"Extracting Offline Retail Shopping Patterns: Collaborative Filtering with Restricted Boltzmann Machines," *2023 KrAIS Summer Workshop,* Korea University, Seoul, Korea (2023)

"Extracting Offline Retail Shopping Patterns: Collaborative Filtering with Restricted Boltzmann Machines," *2023 Global Marketing Conference at Seoul,* Seoul, Korea (2023)

"Predicting Mobile Purchases through Social Media App Usage Behavior," *2023 Korean Marketing Association (KMA) Spring Conference,* Sogang University, Seoul, Korea (2023)

"A Collaborative Filtering Model Incorporating Media Promotions and Users' Variety-Seeking Tendencies in the Digital Music Market," *Feeder Workshop of WITS 2023: AI on Platform Business,* Seoul National University, Seoul, Korea (2023).

"Using Restricted Boltzmann Machines to Enhance Collaborative Filtering-based Cross-selling Approach," *KAIST-Brain Korea 21 Workshop,* Buyeo, Korea (2023).

"Impact of Movie-watching on Cross-selling Revenue in Shopping Malls," *International Conference of Asian Marketing Associations (ICAMA),* Jeju, Korea (2022).

"A Collaborative Filtering Model Incorporating Media Promotions and Users' Variety-Seeking Tendencies in the Digital Music Market," *KAIST BTM Brown Bag Seminar,* Daejeon, Korea (2021), *KAIST AI-SSRG Boot Camp,* Virtual (2021).

PROFESSIONAL EXPERIENCE

Business Analyst at A.T. Kearney, *Seoul, Korea*	2018
Consultant at Deloitte Anjin LLC, *Seoul, Korea*	2016 – 2018
Research Analyst at Samsung Economic Research Institute, *Seoul, Korea*	2015 – 2016
Research Assistant at McKinsey & Company, *Seoul, Korea*	Fall 2014

AWARDS & HONORS

– Best Paper Second Runner-up Award, 2025 KrAIS Summer Workshop (2025)

– Award for Excellence in Edu4.0 Teaching Assistant (2022)

– KAIST University Scholarship (2013-2015)

– The National Scholarship for Science and Engineering, KOSAF (2007-2013)

– Graduation with honors in B.E. (Magna Cum Laude)

ACADEMIC SERVICE

Ad Hoc Reviewer

Electronic Commerce Research, Journal of Business Research, Asia Pacific Journal of Information Systems, 경영학연구, 한국서비스경영학회지, 2023 AMA Summer Academic Conference, KrAIS Summer Workshop 2023, 2024, 2025