

Sunnyoung Lee (Lisa)



Chungdam Dong Handi APT 103-1104, Kangnamgu, Seoul, Korea
010-7209-1770(Mobile)
Llisa7880@gmail.com

EDUCATION

Business School, Sungkyunkwan, Seoul, Korea, Business (Marketing) Ph.D.

**2011.03-2017.08
2017. 08. 25**

- M.S /Ph.D. Marketing (GPA: 4.0) Graduate School of Business
 - Research Field: Big-data consumer market analysis, Text-mining, Mobile Consumer Behavior Marketing
- Doctoral dissertation: The effect on Consumer Innovativeness and Innovation Resistance Propensity on Mobile Information Searching Behaviour
- Program Specialist: SAS, R, Net-mine ,SPSS
- Journal Publication
 - Content analysis of mobile application from the top 100 global brands, IEEE Xplore, 201106
 - A study of the loyalty-building process for Mobile Data Service usage in Korea, International Journal of Electronic Business, 201105

Sungkyunkwan, Seoul, Korea, 2008. 08

B.A. Film, Television and Media (GPA: 3.74)

ACADEMIC WRITINGS

-Ongoing Paper

- 1) Sunnyoung Lee, Sangman Han " Consumer Segmentation Analytics from Big Data: MIRA",
- 2) Sukjiye, Sangman Han, Sunnyoung Lee "Product Transformation in Online : The Exploratory Study on Online Consumer Information Searching Behavior" , Journal of consumer studies
- 3) Sunnyoung Lee, Sangman Han., "A study on search pattern and purchase of OmniChannel Using big data analysis"
- 4) Sunnyoung Lee, Sangman Han., "Keyword analysis of consumer tendency using Big Data"

5) Sunnyoung Lee, Sangman Han., "The effect on Consumer Innovativeness and Innovation Resistance Propensity on Mobile Information Searching Behaviour"

Sunnyoung Lee.,Sangman Han., "An exploratory study on the substitution/ complimentary relationship between mobile and web information searching behavior." To be submitted to ICMB, 2015, 11

Chung ,Kim.,Elizabeth Fife., Mina Jun.,Lejun Soh.,Sunnyoung Lee "A study of the loyalty-building process for Mobile Data Service usage in Korea." To be submitted to International Journal of Electronic Business, 2011. 05

Chung ,Kim.,Elizabeth Fife., Yeon Moon.,Sunnyoung Lee "Content analysis of mobile applications from the top 100 global brands." To be submitted to IEEE Xplore, 2011.06

WORKING EXPERIENCE

Visiting Professor, Sungkyunkwan University Business School, Seoul, Korea, 2018.03-현재

Adjunct Professor, Sungkyunkwan University Business School, Seoul, Korea, 2017.09-2018.02

Senior Researcher, Researcher, Sungkyunkwan University Business Lab, Seoul, Korea, 2015.07- now

- Information searching pattern by using Big-Data with Cheil worldwide

Research Scholar, Baruch College- The City University of New York, NY, USA, 2014. 09-2015. 02

- Work with Professor Myung-Soo Lee , Karthik Sridhar and Jaihyun Park
 - Online finance consumer behavior research working with Professor Lee
 - Information searching pattern working with Professor Karthik
 - Implicit Attitudes Toward Samsung and Apple research working with Professor Jaihyun Park
- Research Field: Mobile apps, SNS marketing, Information Search, Consumer Behavior

Strategy Planner, Korea Educational Development Institute -Public Organization, Seoul, 2009.09-2010.10

- Built strategy Kangnam-Gu Internet CSAT(College Scholastic Ability Test) broadcasting' rebranded and quality assurance
- Surveyed the level of customers satisfaction over 900,000 members in Kangnam-Gu broadcasting through e-mail
- Over accumulated members 100,0000 and increased expectation profit over 1000 million won

Assistant Director, MBC-SISAMAGAZINE 2580(시사매거진 2580 AD), Seoul, 2008.08-2009.03

- Created new idea for current affairs on TV shows such as shut down shop's in Korea and unemployment problem in Korea
- Researched data for shows programs and had an interview with people related programs.

LECTURER EXPERIENCES

Lecturer, Baruch College, City University of New York, New York, NY

- MKT 3605 Consumer Behavior (Winter 2014)
- MKT 5750 Marketing Strategy (Winter 2014)

Lecturer, Ajou University , Korea 2016. 9-2016. 12

- Probability and Statistics

Visiting Professor , Sungkyunkwan University Business School , Korea 2017. 9-present

- Marketing Management (English Lecture), 2017
- Marketing Management (English Lecture), 2018

CONFERENCE SPEAKER EXPERIENCES

Speaker, Korean Marketing Association (2018.06), " Consumer Segmentation Analytics from Big Data: MIRA", Korea, Seoul

Speaker, Korean Society of Consumer Studies(2018.04), " A study on search pattern and purchase of OmniChannel Using big data analysis",Korea, Seoul

Speaker, Service Marketing Association (2017.11)," Keyword analysis of consumer tendency using Big Data", Korea, Busan

Speaker, Korean Society of Consumer Studies(2017.11), "Innovative and Innovative Resistance of Consumers Using Big Data: Focusing on Text Mining", Korea, Cheonan

Speaker, Korean Marketing Association (2017.10), "The effect on Consumer Innovativeness and Innovation Resistance Propensity on Mobile Information Searching Behaviour",Korea, Daejeon

Speaker, International Conference on Mobile Business (ICMB2015,11), France, Paris
"An exploratory Study on the substitution/complimentary relationship between mobile and PC information searching Behaviors"

Speaker, International Joint Conference on ASIA-Pacific Business Research, Indonesia, 2014. 02
"Global Mobile Brand"

Speaker, International Conference on Mobile Business (ICMB2012), Como, Italy, 2011.06
"Content analysis of mobile application from the top 100 global brands"

COMPANY ADVISOR

Lingerwater Company Advisor, Mobile World Congress (2018,02), Spain, Barcelona