

# Hyeonsik Shin

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## **EDUCATION**

### **Temple University**

Aug 2018 - Present

*Ph.D.* in Business Administration

- Concentration: Management Information Systems
- Dissertation co-advisors: Dr. Taha Havakhor and Dr. Min-Seok Pang

### **Seoul National University (SNU)**

Mar 2016 - Feb 2018

*M.S.* in Business Administration

- Concentration: Management Information Systems
- Advisor: Dr. Byungjoon Yoo

### **University of Granada, Spain (Exchange Student)**

Sep 2013 - Jun 2014

### **University of Seoul (UOS)**

Mar 2007 - Jun 2015

*B.A.* in Urban Administration

## **RESEARCH INTEREST**

- Economics of Information Systems
- Societal Impact of IT, Gig-Economy Platforms, Social Media Platforms
- Econometrics, Game Theory

## **WORKING PAPERS**

“Entry of Online Grocery Delivery Services in the US and Widening of the Nutritional Inequalities” (with Taha Havakhor and Min-Seok Pang)

- Finalizing the draft

“Solving the Social Dilemma with Equilibrium Data Harvesting Strategies: A Game-Theoretic Approach” (with Leila Hosseini and Subodha Kumar)

- Analyzing an extended model

## **PRESENTATION**

“Upending the Obesity Trend: An Empirical Study of Instacart’s Impact on Obesity Epidemic in the US” with Taha Havakhor and Min-Seok Pang, *WITS 2020* (Best Paper Award Nominee)

## **AWARDS & SCHOLARSHIPS**

- Lecture and Research Scholarship by SNU Mar 2016, Sep 2016, and Sep 2017
- 10th Annual Ph.D. Student Research Competition. 3rd place in the 2nd year category, Temple University, October 2020 (\$100)
- 21st Young Scholars Forum Research Grant, Temple University, November 2020 (\$2,250)
- 22nd Young Scholars Forum Research Grant, Temple University, April 2021 (\$2,500)

## **RESEARCH EXPERIENCE**

**Temple University**  
*Research Assistant*

Philadelphia, United States  
Aug 2018 -

**Seoul National University**  
*Research Assistant*

Seoul, South Korea  
Oct 2016 - Dec 2017

- Assisted Professor B. Yoo in conducting research in the field of information systems, consumers' social behaviors in mobile services by processing data and running statistical models with STATA.

*Teaching Assistant*

Mar 2017 - Dec 2017

- Assisted Professor B. Yoo in managing attendance, grading assignments and consulting with students.
- Worked as a T.A. for his Electronic Commerce course, Statistics and Decision Models course and Managerial Economics course for MBA students.
- Worked as a T.A. for his Electronic Commerce course for undergraduate students.

*Research Assistant*

Mar 2016 - Dec 2016

- Assisted Professor J. Oh with doing initial research, doing literature review and tabulating figures.
- Wrote analysis reports about a new program for data scientists in SNU' and an innovation plan for Korean government with DevOps.

*Teaching Assistant*

Mar 2016 - Dec 2016

- Assisted Professor J. Oh in managing attendance, grading assignments and consulting with students.
- Worked as a T.A. for his Management Science course and Business Analytics course for undergraduate students.

## **RESEARCH PROJECT**

**Devsisters Corp.**

Oct 2016 - Dec 2017

- Actively analyzed a large dataset from a Korean social mobile game company for the paper "The Effect of Users' Social Interaction Activity on Users' App Usage Frequency and Profitability".
- Utilized STATA to conduct regression analysis for panel dataset.

## **WORK EXPERIENCES / ACTIVITIES**

**RM Manufacturing co.,**

Chicago, United States

*Sales Intern (Full-time Internship)*

Aug 2011 - Dec 2011

- Assisted sales team with interacting with jewelry wholesalers to ensure quality customer service and to place shipment orders.
- Actively conducted a telemarketing and communicated with wholesalers during the business trip.

**Happymove Global Volunteer Program (Sponsored by Hyundai Motors Co.)**

Chennai, India

*Team Leader*

Jan 2011 & Jul 2011

- Led a team consisting of Korean and Indian students to contribute to local villages by constructing facilities, walls and toilets, by educating Indian elementary school students, and by doing cultural activities.

**563<sup>rd</sup> Medical Logistics Company (8<sup>th</sup> United States Army)**

Camp Carroll, South Korea

*Sergeant, ROK Army, Served as an administrator, an interpreter (Full-time)*

Jul 2008 - Jun 2010

- Was selected to serve as a Korean Augmentation to the United States Army under the 65th Medical Brigade in Korea.
- Took responsibility for all incoming medical products from United States by receiving and processing all shipments for excellent stock management.

## **SKILLS**

**Language:** Korean (Native), English (Fluent), Spanish (Basic)

**Computer:** STATA, R, and Python.