

Aug 2022

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Employment

Assistant Professor of Marketing, SKK GSB

Aug 2022-

Education

Ph.D.	Duke University , Marketing (Quantitative, Empirical)	2022
M.S.	Georgia Institute of Technology , Operations Management (PhD Coursework Completed)	2014
M.S.	Columbia University , Operations Research	2011
M.S.	University of Virginia , Systems Engineering	2010
B.S.	University of Virginia , Biomedical Engineering (Minor in Mathematics)	2008

Research Interests

Online reviews, crowd-sourced data, text analysis, machine learning, consumer information processing, healthcare and marketing, causal effect of online reviews on demand and firm behavior

Teaching Interests

Pricing and revenue management, marketing analytics, digital marketing, core marketing management, any other analytical course related to data science and empirical methods

Publications, Working Papers and Work in Progress

Marketing

Nah Lee, Bryan Bollinger and Rick Staelin. "Vertical versus Horizontal Variance in Online Reviews and Their Impact on Demand." *Forthcoming at JMR*.

Nah Lee and Rick Staelin. "Hospital Text Reviews: Patients' Perceptions and Hospitals' Reactions." (previously titled: "Hospital Reviews, Clinical Quality of Care, and Providers' Response.") *Working paper*.

"Patient Experience: Dynamic Insights from Online Reviews for Healthcare Service Providers." *Work in progress*.

"The Role of Online Reviews in Hospital Competition." *Work in progress*.

"Biased Reviews and De-biasing by Consumers." *Work in progress*.

Other Areas

*Jisong Kim and Nah Lee. "High-Skilled Inventor Emigration as a Moderator for Increased Innovativeness and Growth in Sending Countries." *East Asian Economic Review*, **23**(1), 3-26. 2019.

- EAER Best Paper of the Year, 2019 (First Prize, KRW 5,000,000)

*Jisong Kim and Nah Lee. "The Effect of High-Skilled Emigration, Foreign Direct Investment, and Policy on the Growth Rate of Source Countries: A Panel Analysis." *East Asian Economic Review*, **20**(2), 229-275. 2016.

Nah Lee and Manpreet Hora. "Effect of Perceived Quality and Other Recall Characteristics on Abnormal Firm Performance: Empirical Evidence from U.S. Automobile Recalls." *Working paper*. 2013.

Roman Krzysztofowicz, Nah Lee and Zack Armentrout. "Sufficient Statistics of Ensemble Forecast for Bayesian Processor of Ensemble." *Working paper*. 2013. Collaboration with National Weather Service, under NSF Grant ATM-0641572.

Roman Krzysztofowicz and Nah Lee. "Bayesian Fusion of Ensemble and High-Resolution Forecasts." *Working paper*. 2013.

Roman Krzysztofowicz, Nah Lee and Zack Armentrout. "Stochastic Properties of Ensemble Forecast: A Bayesian Perspective." *Working paper*. 2013.

* indicates equal authorship.

Conference and Invited Seminar Presentations

"Hospital Text Reviews: Patients' Perceptions and Hospitals' Reactions." (previously titled: "Hospital Reviews, Clinical Quality of Care, and Providers' Response.")

- INFORMS Marketing Science Conference, Chicago, IL, Jun 2022.

"Vertical versus Horizontal Variance in Online Reviews and Their Impact on Demand."

- University of North Carolina, Chapel Hill, Oct 2021.
- University of Illinois, Urbana-Champaign, Oct 2021.
- Boston College, Sep 2021.
- SKK (Sungkyunkwan) Graduate School of Business, Sep 2021.
- Rice University, Aug 2021.
- National University of Singapore, Aug 2021.
- INFORMS Marketing Science Conference, Durham, NC, Jun 2020.

"Effect of Perceived Quality and Other Recall Characteristics on Abnormal Firm Performance: Empirical Evidence from U.S. Automobile Recalls." (previously titled: "Effect of Component Sharing and Quality Perception on Firm Performance: Empirical Evidence from U.S. Automobile Recalls")

- Annual Conference of Production and Operations Management Society (POMS), Denver, CO, May 2013.
- INFORMS Annual Meeting, Phoenix, AZ, Oct 2012.

"Sufficient Statistics of Ensemble for Probabilistic Weather Forecasting."

- The Forecast Applications Branch, NOAA / OAR / ESRL / GSD, Boulder, CO, May 2010. (presented by Roman Krzysztofowicz)

"Extracting Predictive Information from an Ensemble."

- Conference on Probability and Statistics in the Atmospheric Sciences, American Meteorological Society (AMS) Annual Meeting, Atlanta, GA, Jan 2010.

“Bayesian Processor of Ensemble: Prior Distribution Function, Parametric Models and Estimation Procedures Tested on Temperature Data.”

- The National Centers for Environmental Prediction (NCEP), National Weather Service (NWS), Silver Spring, MD, Dec 2008.

Honors/Awards/Service

AMA-Sheth Foundation Doctoral Consortium Fellow	2021
Scribe, AMA Marketing in Healthcare Sector	2020
Special Session Chair, Marketing Science	2020
Moderator, Marketing Science	2020
Duke University Graduate Fellowship	2016-2022
EAER Best Paper of the Year, KRW 5,000,000 (~\$4,500)	2019
Georgia Institute of Technology Graduate Fellowship	2011-2014
University of Virginia Graduate Research Assistantship	2008-2010
University of Virginia School of Engineering Merit Scholarship	2004-2008

Teaching

Instructor	SKK GSB	2022-
<ul style="list-style-type: none"> • Pricing Strategies (Full-time MBA, Professional MBA) • Digital and Social Media Analytics (Full-time MBA) 		
Teaching Assistant	Duke University	2016-2020
<ul style="list-style-type: none"> • Strategy and Tactics of Pricing (MBA/EMBA/MQM), taught by Wilfred Amaldoss (2017, 2018, 2019, 2020) • Marketing Core (MBA), taught by Carl Mela and Bryan Bollinger (2016, 2018) / Carl Mela and Jordan Etkin (2019) / Jordan Etkin and Keisha Cutright (2020) • Marketing of Innovations (MBA), taught by Debu Purohit (2019) 		
Instructor	Georgia Institute of Technology	2013
<ul style="list-style-type: none"> • Operations Management (Undergraduate Core) Spring 2013 Teaching Evaluation: 4.81/5.00 (12pm Session, Number of respondents: 33/48) Fall 2013 Teaching Evaluation: 4.65/5.00 (8am Session, Number of respondents: 22/26) 		
Teaching Assistant	Georgia Institute of Technology	2012
<ul style="list-style-type: none"> • Operations Management (Undergraduate Core), taught by Beril Toktay (2012) • Supply Chain Modeling (MBA/Undergraduate), taught by Atalay Atasü (2012) 		
Teaching Assistant	University of Virginia	2006-2007
<ul style="list-style-type: none"> • Advanced Statistics and Probability (Undergraduate) 		

Industry Experience

Freelance Consulting in South Korea	2015-2016
Company workshops and 1:1 consulting to market engineers' research papers	
<ul style="list-style-type: none"> • Research Institute of Industrial Science and Technology, POSCO • Electronics and Telecommunications Research Institute 	

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- Korea National Oil Corporation
 - Chungbuk National University
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Graduate Coursework

Courses at Duke

PhD level:

Structural Econometrics (*at UNC-CH*)
Marketing Pro Seminar

Seminar in Consumer Behavior
Microeconomics I
Microeconomics II
Dynamic Discrete Choice Modeling
Psychology and Economics

Master's level:

Bayesian Methods and Modern Statistics
Spatio-Temporal Modeling

Sriram Venkataraman
Marketing faculty (Bryan Bollinger
/Carl Mela/Debu Purohit/Rick
Staelin/Preyas Desai/Wilfred
Amaldoss/Chris Moorman)
Jim Bettman
Philipp Sadowski/Curtis Taylor
Curtis Taylor/Todd Sarver
Peter Arcidiacono
Todd Sarver

Alexander Volfovsky
Colin Rundel

Courses at Georgia Tech

PhD level:

Dynamic Programming
Optimal Control and Knowledge Management
Empirical Research in OM
Environment Concerns in OM
Supply Chain Modeling
Econometrics I
Econometrics II (*at GSU*)
Econometrics III (Limited Dependent Variable)
Math for Economists

Master's level:

Game Theory
Multivariate Statistics
Microeconomics

MBA courses:

Collaborative Product Development
Service Operations Management

Beril Toktay
Cheryl Gaimon
Soumen Ghosh/Manpreet Hora
Atalay Atasu
Ravi Subramanian
Jerry Thursby
Shif Gurmu
Patrick McCarthy
Byung-Cheol Kim

Pelin Pekgun
James Roberts
Juan Moreno-Cruz

Karthik Ramachandran
Manpreet Hora

Courses at Columbia

PhD level:

Stochastic Processes I
Optimization I

Master's level:

Dynamic Pricing and Revenue Management
Financial Engineering
Corporate Finance
Decision Models and Applications
Stochastic Simulation
Studies in OR

MBA courses:

Capital Markets and Investments

Ward Whitt
Donald Goldfarb

Guillermo Gallego
Xuedong He
Soulaymane Kachani
Anthony Webster
Jose Blanchet
Lucius Riccio

Jialin Yu

Courses at UVA

PhD level:

Forecast Decision Systems
System and Decision Sciences

Roman Krzysztofowicz
Roman Krzysztofowicz

Master's level:

Stochastic Modeling
Math Programming (Optimization)
Multivariate Statistics
Stochastic Simulation
Numerical Methods
Statistical Consulting

K. Preston White
Alfredo Garcia
Xiaohui Wang
K. Preston White
Kathy Gerber
Feifang Hu

Computer Languages and Software Packages

Statistical/Technical Computing Packages: MATLAB, R, Stata, Mathematica, SAS, ArcGIS
Languages: C#, Python, HTML/CSS, javascript, Java
Simulation Software: Arena, Crystal Ball, @Risk
Publishing: LaTeX, Lyx, Microsoft (Powerpoint, Excel, Word), Adobe Suite (Acrobat, Illustrator, Photoshop, Dreamweaver)

Natural Languages

Fluent in English (US education 9th grade and up), Korean (native language)

References

Richard Staelin
Gregory Mario and Jeremy Mario
Professor of Business Administration
Fuqua School of Business
Duke University
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