

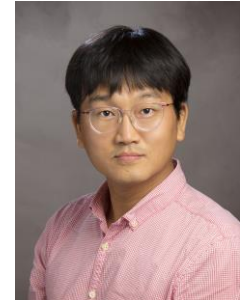
# HYUNHWAN “AIDEN” LEE

Assistant Professor in Marketing, HEC Montréal &  
Research Member of Tech3Lab

(Last updated on February 14, 2021)

HEC Montréal  
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url: <http://ainmarketing.net/>  
Google Scholar: <https://scholar.google.com/citations?user=Cw184mQAAAAJ>



## EDUCATION

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Ph.D., Marketing, University of Miami (2020)  
M.S., Statistics, State University of New York at Stony Brook (2015)  
Bachelor of Business Administration, Korea University (2007)

## ACADEMIC AND RESEARCH APPOINTMENTS

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HEC Montréal	
Assistant Professor in Marketing	2020 ~ present
Research Member of Tech3Lab	2020 ~ present

## RESEARCH INTERESTS

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Modern Brand Management using

- Machine Learning & Deep Learning (Artificial Intelligence)
- Text Mining & Natural Language Processing
- Video Processing
- Geo-Spatial Analysis
- Big Data Analysis
- Stochastic Models

## AWARDS, GRANTS & HONORS

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- Research grant (\$10k) from Catholic Medical Center at Catholic University of Korea, 2020
- ISMS Doctoral Consortium Fellow, 2019
- Finalist, University of Miami's Three Minute Thesis (3MT®) competition, 2019 (Representative of Miami Business School)
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2018
- University of Miami Doctoral Fellowship, 2015-Present
- Business College Alumni Scholarships (full scholarship), Korea University, 1999-2007
- Excellence Grant for Freshmen, Korea University, 1999

## PUBLICATIONS

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Nguyen Le Thanh, **Hyunhwan “Aiden” Lee**, Joseph Johnson, Mitsunori Ogihara, Gang Ren, and James W. Beauchamp. (2019). “A new auditory image for social media: Moving towards correlation of spectrographic

analysis and interpretation with audience perception", *The Journal of the Acoustical Society of America*, 146(4), pp.2846-2846.

<https://asa.scitation.org/doi/abs/10.1121/1.5136876>

Nguyen Le Thanh, **Hyunhwan "Aiden" Lee**, Joseph Johnson, Mitsunori Ogihara, Gang Ren, and James W. Beauchamp, "Multi-Scale Auralization for Multimedia Analytical Feature Interaction", *2019 Audio Engineering Society (AES) 147th Pro Audio Convention in New York, NY*.

<http://www.aes.org/e-lib/browse.cfm?elib=20579>

Nikhita Vedula, Wei Sun, **Hyunhwan "Aiden" Lee**, Harsh Gupta, Mitsunori Ogihara, Joseph Johnson, Gang Ren, and Srinivasan Parthasarathy, "Multimodal Content Analysis for Effective Advertisements on YouTube", *2017 17th IEEE International Conference on Data Mining (ICDM)*, New Orleans, LA.

<https://ieeexplore.ieee.org/document/8215612>

Gang Ren, Joseph Johnson, **Hyunhwan "Aiden" Lee**, and Mitsunori Ogihara, "Sequential Pattern Based Temporal Contour Representations for Content-Based Multimedia Timeline Analysis," *2016 15th IEEE International Conference on Machine Learning and Applications (ICMLA)*, Anaheim, CA. pp. 657-664.

<https://ieeexplore.ieee.org/document/7838220>

## MANUSCRIPTS UNDER REVIEW

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Joseph Johnson, Gang Ren, **Hyunhwan "Aiden" Lee**, and Mitsunori Ogihara, "DEEPESENSE: A Deep-Learning Predictive Tool for Evaluating Effectiveness of Video Commercials," accepted for *Theory + Practice in Marketing Conference 2019* and 1<sup>st</sup> round at *Journal of Marketing*.

**Hyunhwan "Aiden" Lee**, Joseph Johnson, and Gerard J. Tellis, "Geo-Influence: Modeling Location-Specific Effects of Social Influence on Brand Preferences," 1<sup>st</sup> round in *Journal of Marketing Research* (<http://geoinfluence.net/>)

Joseph Johnson, Debanjan Mitra, Sivaramakrishnan Siddarth, and **Hyunhwan "Aiden" Lee**, "Brand Hazard: A Prognostic Complement to Customer-Based Brand Equity," revising manuscript for *Journal of Marketing*

## WORKING PAPERS

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**Hyunhwan "Aiden" Lee**, and Joseph Johnson, "Dynamics and Predictions of Brand Endorsement using User-Generated Content and Brand-Generated Content," preparing for submission to *Journal of Marketing*

## WORK IN PROGRESS

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**Hyunhwan "Aiden" Lee**, and Joseph Johnson, "The Power of Visual and Audio Saliency in Audience Engagement: Evidence from Facebook Video Ads," research in progress

**Hyunhwan "Aiden" Lee**, Joseph Johnson, and Michael Tsiros, "Re-examining Net Promoter Score," research in progress

**Hyunhwan "Aiden" Lee**, and Joseph Johnson, "Geographic Brand Equity Measures," research in progress

## CONFERENCE & INVITED TALKS

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**Hyunhwan "Aiden" Lee**, Joseph Johnson, and Gerard J. Tellis, "Geo-Influence: Modeling Location-Specific Effects of Social Influence on Brand Preferences"

- Expert Meeting, Korea Institute for International Economic Policy (KIEP). November 19, 2020
- Behavioral Insights from Text Conference, University of Pennsylvania. January 17, 2020
- The 41st ISMS Marketing Science Conference, University of Rome. June 20 – 22, 2019

- The 2019 Haring Symposium, Indiana University. April 19 – 20, 2019
- The 1st Interdisciplinary Research Cluster Day, University of Miami. April 1, 2019
- The 3rd Annual Three Minute Thesis Competition, University of Miami. February 6, 2019

**Hyunhwan “Aiden” Lee**, Joseph Johnson, and Michael Tsiros, “Re-examining Net Promoter Score”

- The 40th Annual ISMS Marketing Science Conference, Temple University. June 13 – 16, 2018

**Hyunhwan “Aiden” Lee**, Joseph Johnson, and Gerard J. Tellis, “Brand Map: A Spatial and Dynamic Analysis of Brand Associations using Social Media”

- The 39th ISMS Marketing Science Conference, University of Southern California. June 7 – 10, 2017
- The Geography Research for Graduate Students, University of Miami. April 21, 2016

Ethan Pew, and **Hyunhwan “Aiden” Lee**, “When is 10% Worthwhile?”

- 2015 SJDM (Society for Judgment and Decision Making), Chicago, IL.

## MEDIA EXPOSURE

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- BusinessMiami, “*The Social Media Brand Reveal*” Fall 2017, interview of Hyunhwan “Aiden” Lee and Joseph Johnson

## TEACHING INTEREST

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- Modern Brand Management
- Social Media Marketing / Digital Marketing
- Marketing Analytics
- Text, Audio and Video Analysis for Marketing
- AI in Marketing (Machine Learning & Deep Learning for Marketing)
- Data Mining
- Programming in R and Python for Marketing

## TEACHING & ACADEMIC SERVICE

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### Instructor

- MARK 10100A - Introduction to Marketing (Winter, 2021, HEC Montréal)
- MKT 302 - Marketing Research and Market Analysis (Fall, 2018, University of Miami)

### Teaching assistant

- MKT 649 - Strategic Brand Management (Summer, 2019, University of Miami)
- MKT 361 - Brand Content Management (Spring, 2020, University of Miami)
- MKT 371 - Artificial Intelligence in Marketing (Spring, 2020, University of Miami)
- MKT 372 - Text and Image Analysis for Marketing (Spring, 2020, University of Miami)

## DISSERTATION COMMITTEES

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### Committee member

- Chau Minh Nguyen, Ph.D. in Marketing, HEC Montréal

## SKILLS

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Mathematical Programming (R, MATHEMATICA, MATLAB, SPSS, SAS)

Computer Programming (Java, Python, C++, VB)

- Worked for 5 years in industry as Java/JSP/SQL programmer
- Collaborated with computer science faculty

- Tiago Fernandes Tavares  
Assistant Professor at the School of Electrical and Computer Engineering

Database (SQL: MySQL, Maria DB, Oracle, MS SQL, DB2)

- Worked for 5 years in industry as Java/JSP/SQL programmer
- Oracle DBA class (2010)

Machine Learning & Deep Learning (TensorFlow, Keras, PyTorch)

- Natural language processing & Video processing
- Worked with Center for Computational Science at University of Miami

Big Data Analysis (Spark, Hadoop, NoSQL database-MongoDB)

- Worked with Center for Computational Science at University of Miami

Web Programming (JSP, PHP, JavaScript)

- Worked for 5 years in industry as Java/JSP/SQL programmer
- Sun Microsystems AJAX & JavaScript class (2010)

## WORKSHOPS

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- 10th Miami Behavioral Finance Conference, University of Miami. December 2019
- 2019 Big Data Conference + VizUM, University of Miami. December 2019
- IOHK Summit 2019 (Blockchain), INPUT OUTPUT (IOHK). April 2019
- 3rd BIG DATA Conference, Center of Computational Science, University of Miami. December 2018
- AWS Summit Seoul (Deep Learning / Public Sector), Amazon Web Services, Inc. April 2018
- Audio Analysis Workshop, Center of Computational Science, University of Miami. January 2018
- BIG DATA Conference & Workshop, Center of Computational Science, University of Miami. December 2017
- The Quantitative Marketing and Structural Econometrics Workshop, Olin Business School, Washington University in St. Louis. July 2017
- Frontiers of Applied Statistics in Marketing, Data Science Institute, Columbia University. April 2017
- BIG DATA Conference, Center of Computational Science, University of Miami. September 2016

## PROFESSIONAL SERVICE

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The National Pilot Project of Bio Big Data Construction, Analyst and Modeler (Republic of Korea, 2020)

## CONSULTING

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- Catholic Medical Center at Catholic University of Korea
- GoLoot
- Perry Ellis

## PROFESSIONAL ASSOCIATIONS

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- American Marketing Association (AMA)
- INFORMS
- MSI

## DISSERTATION

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*Chair:* Joseph Johnson

*Committee Members:*

- Gerard J. Tellis (University of Southern California)
- A. "Parsu" Parasuraman (University of Miami)
- Oded Netzer (Columbia University)
- Ogihara Mitsunori (Computer Science, University of Miami)

*Defended:* April 3, 2020

Title: Modern Brand Management

- Essay 1- Can Twitter Predict Elections and Brand Sales?
- Essay 2- Predicting Facebook Video Engagement
- Essay 3- Dynamics of Brand Endorsement

## REFERENCES

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### **Joseph Johnson**

*Associate Professor of Marketing, and Co-Director of the Data Analytics Research Cluster*  
Miami Herbert Business School, University of Miami  
E-mail: [jjohnson@miami.edu](mailto:jjohnson@miami.edu)  
Phone: 305 284 1379

### **Gerard J. Tellis**

*Director of Center for Global Innovation, Neely Chair of American Enterprise, and Professor of Marketing*  
Marshall School of Business, University of Southern California  
E-mail: [tellis@usc.edu](mailto:tellis@usc.edu)  
Phone: 213 740 5031

### **A. "Parsu" Parasuraman**

*James W. McLamore Chair, and Professor of Marketing*  
Miami Herbert Business School, University of Miami  
E-mail: [parsu@miami.edu](mailto:parsu@miami.edu)  
Phone: 305 284 5743

## INDUSTRY EXPERIENCE

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### **LG CNS**

System Engineer & Project Leader

Seoul, Republic of Korea  
Jan. 2008 - Apr. 2011

### **Ehwa Diecasting**

System Manager

Kyunggi-Do, Republic of Korea  
Apr. 2011 - Dec. 2012

## HOBBIES

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Photography (See <http://www.h2style.com> since 1999)

- Group exhibition, "Distance," KT&G Sangsangmadang, Korea, 2011

Filming & writing scripts

- Several short films, Korea, 1999~2006
- Retail advertisements (BBDO Korea), Korea, 2003~2004

Web design: several webpages including

- FES (Future Entrepreneurs' Society, <http://www.fes.kr>, 2007)
- Future Forrest (Nonprofit organization in Korea, <http://www.futureforest.org>, 2007)