Hyeonsik Shin

1810 N. 13th St, PA 19122
hshin@temple.edu
(+1) 267.770.7354

EDUCATION

Temple University   Aug 2018 -
Ph.D. in Business Administration
- Concentration: Management Information Systems

Seoul National University (SNU)   Mar 2016 - Feb 2018
M.S. in Business Administration
- Concentration: Management Information Systems
- Advisor: Professor 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
- Electronic Commerce
- Economics of Information Systems
- Social Media

RESEARCH IN PROGRESS

"The Effect of Users' Social Interaction Activity on Users' App Usage Frequency and Profitability", (working paper) (With Byungjoon Yoo)

PRESENTATION

"The Effect of Users' Social Interaction Activity on Users' App Usage Frequency and Profitability" with B. Yoo, Proceedings of WeB, 2017

RESEARCH EXPERIENCE

Temple University   Philadelphia, United States
Research Assistant   Aug 2018 -

Seoul National University   Seoul, South Korea
Research Assistant   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.

KB Life Insurance co.   Dec 2017 - Feb 2018
- Conducted research by analyzing dataset from a Korean major life insurance company for a working paper "Identifying the best insurance solicitors with a quasi-experimental approach".
- Handled a dataset with R to apply propensity score matching with differences-in-differences model.

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.

563rd Medical Logistics Company (8th 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.

RELEVANT COURSE WORK
UOS
- Introduction to Statistics
- Econometrics
- Economics and Mathematics
- Management Information Systems
- Macroeconomics
- Urban Economics
- Cities and Economics
- Introduction to Economics

SNU
- Studies in Econometrics
- Special Topics in Quantitative Marketing
- Social Network Data Mining and Analysis
- Information System Research Methodology
- Social Welfare Statistics I
- Seminar and Studies in Information Systems, Organization and Information Systems, Electronic Commerce

SKILLS
Language: Korean (Native), English (Fluent), Spanish (Basic)
Computer: STATA, R, Python, Gauss, MS Word, Power Point, Excel.

AWARDS & SCHOLARSHIPS
Lecture and Research Scholarship by SNU   Mar 2016, Sep 2016, and Sep 2017