

Seungbeom Kim

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Lab Homepage: <https://hioelab.github.io>

Academic Appointment

College of Business Administration, Hongik University, Seoul, South Korea

Associate Professor, Mar 2015 - Present

Research Interests

Behavioral Operations Management; Service Quality and Customer Experience;

AI-Enabled Service Operations; Consumer Neuroscience in Human–AI Interaction

Education

University of Southern California, Marshall School of Business, Los Angeles, CA

Ph.D. in Business Administration (Operations Management), May 2014

Dissertation Advisors: Sriram Dasu (Chair), Ramandeep Randhawa, Tim Huh, and Isabelle Brocas

Dissertation Title: Essays on Bounded Rationality and Revenue Management

Columbia University, School of Engineering and Applied Science, New York, NY

Master of Operations Research, Feb 2008

POSTECH (Pohang University of Science and Technology), Pohang, South Korea

Bachelor of Science in Industrial Engineering, Feb 2005

Research Publications

International Publications

Lee, P., Kim, Y. S., Choi, D., Lee, L., Song, K. H., & **Kim, S.** (2026). Digitalisation and omni-channel strategies: insights from South Korea and Vietnam. *International Journal of Retail & Distribution Management*, ahead-of-print. <https://doi.org/10.1108/IJRDM-02-2025-0089>

Joo, H., Ha, C., **Kim, S.**, & Kim, S. (2026). Gendered cognitive processing of sexual appeal in advertising: AI-generated virtual humans vs. real human models – A multimodal fNIRS and eye-tracking study. *International Journal of Human–Computer Interaction*. <https://doi.org/10.1080/10447318.2026.2701602>

Gang, K., Kim, Y., Kim, B., & **Kim, S.** (2025). Comparing venture capital syndication and its outcomes in the USA and

- China: an institutional theory perspective. *Journal of Entrepreneurship in Emerging Economies*, 17(6), 1511-1532.
- Bae, J., Oh, H., & **Kim, S.** (2023). Advertising role of CSR and strategic investment in R&D: Evidence from the biohealth industry. *Journal of Current Issues & Research in Advertising*, 44(1), 105-121.
- Kim, S.**, & Chung, K. (2022). Optimization of capacity allocation models with effort dependent demand in global supply chain. *Sustainability*, 14(3), 1375.
- Kim, S.**, Lee, Y., & Choi, B. (2021). Adoption of satellite offices in response to a pandemic: sustainability and infection control. *Sustainability*, 13(14), 8008.
- Kim, Y. S., **Kim, S.**, Bae, K. M., & Park, M. S. (2021). Efficiency Assessment in Digital and Online Functions of University Libraries Using Data Envelopment Analysis. In *International Conference on Computer and Information Science* (pp. 62-74). Cham: Springer International Publishing.
- Gang, K. W., Choi, B., & **Kim, S.** (2021). U-shaped relationship between market liberalisation and technology exploration: evidence from South Korean firms. *Technology Analysis & Strategic Management*, 33(4), 439-452.
- Park, M., Lee, J., & **Kim, S.** (2019). An optimal maintenance policy for k-out-of-n system without monitoring component failures. *Quality Technology & Quantitative Management*, 16(2), 140-153.
- Lee, Y., Lee, J. P., & **Kim, S.** (2019). Optimal timing of price change with strategic customers under demand uncertainty: A real option approach. *Advances in Production Engineering & Management*, 14(3), 379-390.
- Lee, J., **Kim, S.**, & Na, B. (2018). Optimization of lifter operations for inter-line transfers in semiconductor manufacturing facilities. *International Journal of Mechanical and Production Engineering Research and Development*, 8(4), 167-178.
- Kim, S.**, Lee, J., & Park, M. (2017). Mathematical Modeling for Risk Averse Firm Facing Loss Averse Customer's Stochastic Uncertainty. *Mathematical Problems in Engineering*, 2017(1), 6810415.
- Kim, S.**, & Kumar, K. R. (2016). Korean Air Cargo: To Become Stronger and Smarter. *Operations Management Educational Review*, 10
- Kim, S.**, Huh, W. T., & Dasu, S. (2015). Pre-announced posted pricing scheme: existence and uniqueness of equilibrium bidding strategy. *Operations Research Letters*, 43(2), 151-160.

Korean Publications

- Kim, S.**, Choi, W., & Ki, J. (2026). Analyzing workplace barriers in online and offline work environments in the era of digital transformation: Focusing on employees with visual impairments. *Journal of Future Convergence Research*, 6(1), 258-279.
- Lee, Y., Ki, J., & **Kim, S.** (2026). A study on the relationship between investment timing and exit speed in digital health firms: A Kaplan-Meier survival analysis. *Journal of The Korean Production and Operations Management Society*, 37(1), 73-92.

- Park, M., & **Kim, S.** (2025). Warranty cost analysis for a two-dimensional system using copular function. *Journal of Korean Society for Quality Management*, 53(3), 287-297.
- Ok, S., & **Kim, S.** (2025). A study on the service quality attributes of AI banking chatbots: Based on the KANO model. *Journal of The Korean Production and Operations Management Society*, 36(1), 133-148.
- Lee, S., Jeon, C., Choi, S. A., **Kim, S.**, & Jun, H. (2024). A prediction model for the number of spectators in the Korean Professional Baseball League using keyword search volume. *Korean Journal of Sport Management*, 29(4), 40-51.
- Ryu, C., Soh, S. B., & **Kim, S.** (2023). Performance analysis of Youtube channels using data envelopment analysis. *The e-Business Studies*, 24(5), 69-80.
- Choi, B., **Kim, S.**, Kang, H. J., & Soh, S. B. (2023). A study on the diversification of technological capabilities of digital platform companies. *The Journal of Korean Career-Entrepreneurship & Business Association*, 7(3), 91-105.
- Kim, S.**, & Jun, M. (2023). A study on working hours and employee satisfaction: Perspectives of time perception and self-determination theory. *The Academy of Customer Satisfaction Management*, 25(4), 77-93.
- Ryu, C., Soh, S. B., & **Kim, S.** (2023). An experimental study on the impact of the placement of peak moments in YouTube videos on viewer experience. *The Academy of Customer Satisfaction Management*, 25(3), 1-17.
- Pyun, J. B., Choi, D., & **Kim, S.** (2022). Proposal of logistics service evaluation framework from the perspective of service purchase. *Journal of The Korean Production and Operations Management Society*, 33(3), 633-647.
- Choi, B., & **Kim, S.** (2022). A study on corporate diversification and technology resource allocation efficiency: A comparative study of ICT and manufacturing industries. *The e-Business Studies*, 23(7), 101-112.
- Ryu, C., & **Kim, S.** (2021). A research on the design of YouTube video contents based on the peak-end rule and users' responses. *Journal of the Korea Industrial Information Systems Research*, 26(2), 43-56.
- Kim, S.**, & Chung, K. (2021). An experimental research on behavioral biases in the decision in the capacity allocation. *Korean Journal of Logistics*, 29(2), 57-64.
- Kim, S.**, Jun, M., Lee, J. C., & Key, S. (2021). An experimental study of intertemporal purchasing decision: Experiential vs. material purchases. *Global Business Administration Review*, 18(2), 247-267.
- Soh, S. B., **Kim, S.**, & Lee, J. (2020). A study on the impact of product category on the expectation of delivery service quality in online shopping malls. *Journal of the Korean Society of Supply Chain Management*, 20(1), 52-66.
- Pyun, J., & **Kim, S.** (2020). Assessment of Covid-19 response of the medical institutions based on ISO public service quality management framework. *Journal of the Korea Industrial Information Systems Research*, 25(6), 69-84.
- Lee, J., **Kim, S.**, & Choi, B. (2020). Measuring the relative efficiency of art museum in utilizing social network services: DEA approach. *The Korean Society of Science & Art*, 38(1), 169-179.
- Kim, S.**, Chung, K., & Choi, B. (2019). DEA analysis on the success factors of crowdfunding in publishing project:

Multidisciplinary perspectives. *The Korean Society of Science & Art*, 37(1), 33-45.

An, J., Choi, B., & **Kim, S.** (2019). A study on relative management efficiency of domestic coffee franchise companies using data envelopment analysis. *Journal of Foodservice Management*, 22(1), 365-379.

Choi, B., An, J. H., & **Kim, S.** (2017). Performance analysis of entertainment management companies by using DEA technique. *The Korean Society of Science & Art*, 31, 413-423.

Kim, S., & Soh, S. B. (2017). Measuring and comparing the performance of local museums using DEA technique. *The Korean Society of Science & Art*, 27, 57-67.

Kim, S., & Choi, B. C. (2016). Reward-based crowdfunding: The influential factors of delivering promised rewards after successful fundraising. *Journal of The Korean Production and Operations Management Society*, 27(1), 47-68.

Kim, S. B., & Kim, Y. S. (2015). Success factors to TV program design analyzed by strategic service vision: Analysis of “Three Meals a Day” directed by producer/director (PD) Young-Seok Na. *Journal of Korea Service Management Society*, 16(4), 1-18.

Choi, B.-C., **Kim, S.**, & Phan, K. (2014). Platform leadership in business ecosystem and resource dependence theory. *Journal of the Korea Management Engineers Society*, 19(4), 147-157.

Authored Books

Roh, H., Lee, P., & **Kim, S.** (2025). *Service Management*. Seoul: Hankyungsa. ISBN 9788968445460

Lee, L., Lee, S., Lee, J., Kim, Y., Kim, S. Y., **Kim, S.**, Kim, C., Lee, H., Jeon, M., & Jung, H. (2023). *Insightful and Distinctive Customer Experience Strategies*. Seoul: KMAC. ISBN 9791169263596

Teaching Experience

College of Business Administration, Hongik University

- Service Management, Fall 2025
- Production and Operations Management, Spring 2015 – Current
- Operations Management, Spring 2023 – Current
- Big Data Based Management. Fall 2020 – Current
- Decision Science, Spring 2015, Spring 2016, Spring 2018, Spring 2019, Spring 2020
- Business Statistics, Fall 2016, Fall 2017, Fall 2018
- Introduction to Business Administration, Fall 2018, Fall 2024

Award for Excellence in Teaching, Academic Year 2017, 2020, 2024

Marshall School of Business, University of Southern California

Instructor (**Evaluation Score: 4.82/5.00**)

- BUAD 311 Operations Management(Undergraduate Core), Spring 2012

Award for Excellence in Teaching, Academic Year 2012-2013

Guest Lecturer

- IOM 673 Optimization (Ph.D. Core), Fall 2010
- IOM 599 Healthcare Operations, Spring 2013

Academic and Administrative Service

- Deputy Director, Institutional Research (IR) Center, Hongik University, 2026-Present
- Department Chair, College of Business Administration, Hongik University, 2024-2025
- Deputy Director, Convergence and Open Sharing System for Biohealth, Hongik University, 2022-2025
- Director, Career Development Service & Counseling Center, Hongik University, 2020-2022

Honors and Awards

- Best Paper Award, “A Study on the Impact of Service Quality and Digitalization on Customer Experience: A Comparative Analysis Across Industry Groups in South Korea and Vietnam,” Asian Network for Quality Congress Yokohama 2024, 2024
- Award for Excellence in Teaching, Hongik University, Academic Year 2024
- Award for Excellence in Teaching, Hongik University, Academic Year 2020
- Award for Excellence in Teaching, Hongik University, Academic Year 2017
- Best Paper Award, “Analysis of Critical Success Factors of Fast Casual Restaurant by Incorporating Service Design and Operations Management: Blaze Pizza Case”, Korea Service Management Society, 2015
- Award for Excellence in Teaching, University of Southern California, Academic Year 2012-2013
- 2012 Summer Research Travel Grant, USC Marshall School of Business, 2012
- USC Marshall School of Business, Graduate Assistantship, 2008 - 2013
- INFORMS Future Academic Colloquium, 2012
- NUS Behavioral Economics Summer Institute, Singapore, July 2011 (Selected Participant, Travel Grant Awarded)
- 11th Trans-Atlantic Doctoral Conference, London Business School, UK, May 2011 (Selected Participant, Travel Grant Awarded)
- POSTECH, General Scholarship, 1998-2001
- POSTECH, Award for Excellency, Spring 2001, Fall 2001, Fall 2004

Research Grants/ Funded Projects

- *CIT (CRM Insight Tool) Maintenance Service*, **Apple Korea**, 2026
- *Development of CRM Insight Tool (CIT)*, **Apple Korea**, 2025
- *Development of an AI Large Language Model (LLM)-Based Career Recommendation and Student Portfolio Design System (Chatbot) for Biohealth* (Policy Research), **National Research Foundation of Korea (NRF)**, 2025
- *Development of a Core Competency Scale and Management Dashboard for the Biohealth Innovation Convergence University* (Policy Research), **National Research Foundation of Korea (NRF)**, 2024
- *Evaluation and Improvement Plan for the Learning Management Platform of the Biohealth Innovation Convergence University* (Policy Research), **National Research Foundation of Korea (NRF)**, 2023
- *Establishment of Extracurricular Programs for Biohealth Employment and Entrepreneurship through Big Data Analysis* (Policy Research), **National Research Foundation of Korea (NRF)**, 2022
- *Development of Government Organization Management Efficiency Indicators*, **Ministry of the Interior and Safety**, 2022
- *Design and Development of the Seoul Startup Ecosystem Database*, **Seoul Business Agency (SBA)**, 2022
- *Enhancing the Competitiveness of Korea's Digital Transformation Industry through Sustainable Ecosystem Design*, **Korea Information Society Development Institute (KISDI)**, 2022
- *Service Quality Analysis Based on Customer Big Data*, **LG Uplus**, 2021–2022
- *Development of a Logistics Partner Evaluation Framework for Building a Resilient Logistics System*, **Jungseok Logistics Foundation**, 2021
- *Development of an IPTV Service Quality Measurement Model*, **LG Uplus**, 2020
- *Public Service Quality Management Strategies*, **Ministry of the Interior and Safety**, 2019
- *Process Diagnosis and Improvement Plan for Customer-Facing Departments at LH Seoul Regional Headquarters*, **LH Seoul Regional Headquarters**, 2019
- *Optimal Allocation of Air Cargo Capacity in Global Supply Chains*, **Jungseok Logistics Foundation**, 2019
- *A Research on the Efficiency of Technological Resource Allocation within Diversified Firms: Through Big Data Analysis at the Business Division Level*, **National Research Foundation of Korea (NRF)**, 2018
- *Service Survey*, **Nu Skin Korea Co., Ltd.**, 2018
- *Necessity of Quality Policies in Response to the Fourth Industrial Revolution and Identification of Government Support Projects*, **Korean Society for Quality Management**, 2018
- *Research on Revenue Management with Consideration of the Rationality of the Decision Makers*, **National Research Foundation of Korea (NRF)**, 2017 – 2019
- *Call Center and Walk-in Service Improvement Consulting*, **Nu Skin Korea Co., Ltd.**, 2016

Patents

Haptic-based wearable device for providing obstacle information, and control method thereof (Korean Patent No. 10-2946415, 2026).

Professional Experience

Unimindlab Co., Ltd., Seoul, Korea

Co-Founder & COO, Aug 2022 - Present

- Co-founded and operates a disability-inclusive company that designs and supports initiatives connecting people with and without disabilities.
- Led the planning and development of AI-based services, including applications that guide visually impaired users to subway exits and restrooms and facilitate matching between people with and without disabilities.

Korean Air, Gimpo, Korea

Summer Researcher, May 2009 - Aug 2009

- Categorized operation processes of Korean Air Cargo Division and suggested optimization methods to improve logistics and revenue management
- Conducted a joint research on revenue management with Hanjin Logistics Institute

Korea Telecom, Seongnam, Korea

Manager, Jan 2006 - Jul 2006

- Analyzed business requirements and provided feedback and support for the Sales Division
- Coordinated the initial product development processes within the New Product Development sector of the Strategic Investment Division with analysis of localization and logistics for quarterly planning

Deloitte Anjin LLC, Seoul, Korea

Consultant Intern, Aug 2005 - Dec 2005

- Provided technical support in designing and building a new risk management platform for Operations Manager and VP of the Enterprise Risk Services Department
- Assessed operational risk factors and developed a code to merge risk indicators during the M&A of Shinhan Financial Group and Chohung Bank

KongYong DBM, Seoul, Korea

Researcher/Developer, Jan 2002 - May 2004

- Designed, developed, and supported thick and thin client applications using HTML, JavaScript, MS SQL, Oracle, C#, and Visual Basic
- Developed an order, delivery, and customer management system, eCS, for Pulmuone Inc., and customized a CRM system, Focus 2003, for SKTlink and small business ERP system, Bizmeka, for Korea Telecom