

# YEONJOO LEE

Supply Chain & Operations Department, Carlson School of Management  
University of Minnesota, Minneapolis, MN | [yjlee@umn.edu](mailto:yjlee@umn.edu)

## EDUCATION

---

- University of Minnesota – Twin Cities** (Minneapolis, MN) *Expected 2025*  
Ph.D. Candidate, Supply Chain & Operations, Carlson School of Management  
- *Dissertation: Improving the Sustainability of E-Commerce Logistics: Driving Change through Consumer Choices*  
- *Academic Advisor: Karen Donohue*
- Yonsei University** (Seoul, South Korea) *2019*  
Master of Science in Business Administration, Concentration in Operations Management
- Yonsei University** (Seoul, South Korea) *2014*  
Bachelor of Business Administration, Bachelor of Arts in Psychology

## CURRENT RESEARCH

---

### Research Interests

Sustainable Operations; Retail Operations; Logistics and Transportation; Behavioral Operations

### Dissertation Projects

1. Nudging Green-but-Slow Shipping Choices in Online Retail (*with Karen Donohue*)
  - Under 2<sup>nd</sup> Round Review after Major Revision at **Management Science** ([Link to the Working Paper](#))
  - Finalist, Best Student Paper Competition, POMS College of Sustainable Operations (2024)
  - Honorable Mention (3<sup>rd</sup> Place), Junior Scholar Paper Competition, POMS College of Behavioral Operations (2023)
  - Research Grant, Institute on the Environment (IonE), University of Minnesota (2023)
2. Improving Food Security with Scheduled Neighborhood Grocery Delivery (*with Karen Donohue*)
  - Analyzing transaction data from a start-up grocery delivery platform and completing a follow-up lab experiment
  - RRBM Dare to Care Scholarship, Responsible Research in Business & Management (2024)
  - DEI Research Grant, Carlson School of Management, University of Minnesota (2024)
3. Green Omnichannel Retailing: Nudging Customers for Environmentally Friendly Fulfillment Options (*with Necati Ertekin, Karen Donohue, and Mehmet Gumus*)
  - Analyzing transaction data from a partner online retailer and designing a field experiment

### Work in Progress

4. Carbon Offsetting Online Retail Delivery: Customer Perception and Shipping Choice (*with Karen Donohue*)
5. Shipping in Product Packaging: Eco-Friendly or Unsafe? (*with Karen Donohue*)
6. Improving Environmental Sustainability of B2B Logistics through Industrial Buyer's Decisions (*with Karen Donohue*)

## PRE-PHD PUBLICATIONS

---

- Lee, Y., Choi, S., & Field, J. M. (2020). Development and Validation of the Pick-Up Service Quality Scale of the Buy-Online-Pick-Up-In-Store Service. *Operations Management Research*, 13(3), 218-232. [Link](#)
- Kim, S., Park, G., Lee, Y., & Choi, S. (2016). Customer Emotions and Their Triggers in Luxury Retail: Understanding the Effects of Customer Emotions Before and After Entering a Luxury Shop. *Journal of Business Research*, 69(12), 5809- 5818. [Link](#)

Kim, S., Choi, S., Park, G., & Lee, Y. (2021). Configurations of Cognitive and Affective Responses Forming Customer Attitudes toward a Luxury Brand. *Journal of Global Scholars of Marketing Science*, 31(4), 598-613. [Link](#)

## PRESENTATIONS

---

“Nudging Green-but-Slow Shipping Choices in Online Retail”

- POMS College of Sustainable Operations Mini-conference, Minneapolis, MN (Apr 2024)
- Invited session at POMS 2024, Minneapolis, MN (Apr 2024)
- Early-Career Sustainable Operations Workshop, Lincoln, NE (Feb 2024)
- MSOM Conference, Montreal, Quebec, Canada (June 2023)
- Young Scholars workshop at Behavioral Operations Conference, Baltimore, MD (June 2023)
- Invited session at POMS 2023, Orlando, FL (May 2023)
- Invited session at INFORMS 2022, Indianapolis, IN (Oct 2022)
- Invited session at POMS 2022 (Online, Apr 2022)
- Invited session at INFORMS 2021 (Online, Oct 2021)
- Invited talk at Innsbruck Workshop on Behavioural Operations and Supply Chain Management (Online, July 2021)

“Improving Food Security with Scheduled Neighborhood Grocery Delivery”

- MSOM Conference, Minneapolis, MN (July 2024)
- Behavioral Operations Conference, Boulder, CO (June 2024)
- Invited session at POMS 2024, Minneapolis, MN (Apr 2024)
- Invited session at INFORMS 2023, Phoenix, AZ (Oct 2023)

“Measuring Service Quality of Buy-Online-Pickup-in-Store (BOPS) Service”

- QUIS16, Karlstad, Sweden (June 2019)

## ACADEMIC AWARDS & GRANTS

---

RRBM Dare to Care Scholarship (\$10K), Responsible Research in Business & Management	2024-2025
Doctoral Dissertation Fellowship (\$25K + Tuition), Graduate School, University of Minnesota	2024-2025
DEI Research Grant (\$2.3K), Carlson School of Management, University of Minnesota	2024
Travel Fellowship (\$4.2K), Carlson School of Management, University of Minnesota	2022-2024
Summer Research Fellowship (\$25K), Carlson School of Management, University of Minnesota	2020-2024
Research Grant (\$3K), Institute on the Environment, University of Minnesota	2023
Ph.D. Student Teaching Award, University of Minnesota	2023
Graduate Program Scholarship (\$20K), Yonsei University	2015-2016
National Graduate Research Scholarship (\$8K), Korea Student Aid Foundation (KOSAF)	2015
Honors & High Honors Scholarship (\$4K), Yonsei University	2010, 2013

## TEACHING EXPERIENCE

---

### Instructor, University of Minnesota

SCO 3001 Sustainable Supply Chain and Operations	2023
- Full semester undergraduate core course (3 credits)	
- Recipient of Ph.D. Student Teaching Award	
- Teaching rating: 5.6 / 6 with a response rate of 70% (30 out of 43 students)	

### Teaching Assistant, University of Minnesota

CMBA 5849 Supply Chain & Operations (Executive MBA)	2024
---	------

SCO 6094 Responsible Supply Chain Management (Graduate)	2024
IBUS 3081 Sustainability and Corporate Social Responsibility in Costa Rica	2023
SCO 6048 Logistics and Transportation (Graduate)	2022, 2023
SCO 3048 Transportation and Logistics	2022, 2023
SCO 3001 Supply chain and Operations	2022
MBA 6220/6221 Supply Chain & Operations (Graduate)	2020, 2022
SCO 4065W Supply Chain and Operations Strategy	2020-2021
SCO 6051 Service Management (Graduate)	2019
SCO 6290 Managing Supply Chain Operations (Graduate)	2019
SCO 3051 Service Management	2019

### Teaching Assistant, Yonsei University

BIZ 3166 Service Management	2016
International Hospitality & Healthcare Services Marketing (Coursera)	2016
BIZ 2121 Production and Operations Management	2015
BIZ 7020 Managing Service Operations (Graduate)	2014

### SERVICE

---

Session Chair, Responsible Research in Behavioral Operations, INFORMS 2024	2024
Program Assistant, POMS Conference	2024
Reviewer, Academy of Management Annual Conference	2023, 2024
Member, Management Science Reproducibility Collaboration ( <a href="#">Link to the Publication</a> )	2023
Ph.D. Student Advisory Committee, Carlson School of Management, University of Minnesota	2022-2023
Reviewer, Council of Graduate Students (COGS) Grants, University of Minnesota	2021, 2023
Judge, INFORMS Behavioral Operations Management Section Best Working Paper Competition	2022
Session Chair, Nudging to Improve Decision-Making in Operations, INFORMS 2022	2022

### MEMBERSHIP

---

To My Younger Self Mentoring Program, Women in OR/MS (WORMS), INFORMS	2023
Member, Minnesota Population Center, University of Minnesota	2023-Present
Member, Production & Operations Management Society (POMS)	2021- Present
Member, The Institute for Operations Research and the Management Sciences (INFORMS)	2021- Present

### PERSONAL

---

**Statistical Software:** STATA, R

**Languages:** English & Korean (Fluent), Spanish (Conversational)

**Hobbies:** Walking with my dog, Yoga, Pilates, Tennis, Cooking

### INDUSTRY EXPERIENCE

---

**Marketing Analyst, Restaurant Business Marketing Team, CJ Foodville** (Seoul, Korea) 2016-2018  
*- Full-time marketing and brand manager for a national restaurant chain in South Korea with 25 locations. Designed and executed brand promotions, managed the process of opening seven new stores, and analyzed sales and customer data to develop short- and long-term marketing strategies.*

## REFERENCES

---

### **Karen Donohue** (Advisor)

Professor and W. P. Carey Distinguished Chair in Supply Chain Management  
W. P. Carey School of Business  
Arizona State University  
Email: [karen.donohue@asu.edu](mailto:karen.donohue@asu.edu)

### **Necati Ertekin**

Associate Professor in Supply Chain and Operations  
Carlson School of Management  
University of Minnesota, Twin Cities  
Email: [nertekin@umn.edu](mailto:nertekin@umn.edu)

### **Anant Mishra**

Andrew Van de Ven Professor in Supply Chain and Operations  
Carlson School of Management  
University of Minnesota, Twin Cities  
Email: [anant@umn.edu](mailto:anant@umn.edu)