

# Kyuyeon (Jenny) Rhee

krhee1@asu.edu

Department of Information Systems  
W. P. Carey School of Business  
Arizona State University

BAC 677  
300 E Lemon St.  
Tempe, Arizona, 85287

## Education

<b>Ph.D.</b> Information Systems, Arizona State University	Jan 2021 - Present
Thesis Advisor: Pei-yu Chen	
<b>M.S.</b> Management Information Systems, Seoul National University	2018 - 2020
<b>B.S.</b> Business Administration, Hanyang University	2014 - 2018
Graduated with <i>Summa cum laude</i>	

## Research Interests

**Topics:** Health Analytics, Public Health Surveillance, Media Markets

**Methodologies:** Econometrics, Machine Learning

## Working Papers

1. **K. Rhee**, X. Liu, S. Lekwijit, and P. Chen, "Toward Equitable Care Access: The Impact of Telehealth Adoption in Safety-Net Health Centers".  
- Conference paper at the Workshop on Information Systems and Economics (WISE) 2022
2. **K. Rhee**, S. Han, S. Park, and S. Yoon, "When TV Meets YouTube: The Impact of Releasing Short TV Video Clips to YouTube on Video Streaming Platforms".  
- Conference paper at the Conference on Information Systems and Technology (CIST) 2021
3. **K. Rhee**, S. Lekwijit, X. Liu, and P. Chen, "The Impact of Patients' Telehealth Adoption on In-Person Care-Seeking Behavior and Provider Workload".
4. S. Lee, **K. Rhee**, J. Choi, H. Jeong, D. Shin, K. Lee, and S. Han, "ChatGPT's Impact on Job Divide: Comparing Perceptions in Prepared vs. Less-Prepared Occupations".

## Teaching and Work Experience

- **Research Assistant**, Seoul National University Feb. 2020 - Jun. 2020  
Assisted in industry-academic collaboration by conducting strategy analysis for a new business development initiative of an electronics company.
- **Teaching Assistant**, Seoul National University Mar. 2018 - Dec. 2019  
Assisted in guiding and grading for two undergraduate and three MBA courses.

## Technical Skills

Python, Julia, Stata, Matlab, Latex

## Awards and Scholarships Service

- Teaching Assistant Fellowship (*Seoul National University*) Mar. 2018 - Dec. 2019
- Merit Based Scholarship (*Hanyang University*) Mar. 2017
- German Academic Exchange Services (*DAAD*) Mar. 2016
- Academic Achievement Award (*Hanyang University*) Jun. 2014 - Jun. 2017

## Language

English (Professional proficiency), Korean (Native)