Curriculum Vita

Teaching Experience

Seattle University, Seattle, WA

BUAN 5510	Capstone Project in Business Analytics (Fall 2017, Fall 2018, Fall 2019, Fall 2020, Fall 2021)
IS 5310	Data Mining for Business Intelligence (Spring 2017)
BUAN 5310	Statistical Learning (Spring 2019, Winter 2020, Winter 2021, Winter 2022
IS 5201	Programming for Business Analytics (Winter 2017, Winter 2018, Fall 2018 Fall 2019, Fall 2020, Fall 2021)
IS 3150	Introduction to Information Systems (Fall 2016, Winter 2017, Spring 2017 Spring 2018, Winter 2019, Spring 2019, Winter 2021, Spring 2021, Spring 2022)

Salisbury University, Salisbury, MD

INFO 281	Intermediate Business Statistics (Fall 2014, Spring 2015, Spring 2016)

Refereed Journal Articles

- James J. Lee and Misuk Lee (2022), "Intelligent Structuration: Machine Learning Forecasting," *Issues in Information Systems*, Vol 23, 239246.
- Misuk Lee (2020), "Will this search end up with booking? Modeling airline booking conversion of anonymous visitors," *Journal of Tourism Analysis*

Work in Progress

- Timothy Webb, Misuk Lee, Zvi Schwartz, and Ira Vouk, "Beyond Accuracy: Hotel Revenue Management Forecasting Using the Nearest Neighbor Algorithm", submitted to *International Journal of Hospitality Management*.

- Misuk Lee, "A New Statistical Approach to Multi-Channel Inventory Allocation Based on Seasonality,", Target Journal *Decision Support Systems*.

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Research Presentations

Oct. 2022	"Intelligent Structuration: Machine Learning Forecasting," IACIS, Las Vegas, NV
Sep. 2022	"Modelling Passengers' Airport Choice Behaviour: A Machine Learning Approach," European Conference on Data Analysis, Naples, Italy
Nov. 2021	"A New Statistical Approach to Multi-Channel Inventory Allocation for Hotel Revenue Management", DSI Annual Meeting, Virtual
Nov. 2020	"Neural Network Blending Structures For Forecasting," INFORMS Annual Meeting
May 2020	"A Machine Learning Approach to Improving Forecasting Accuracy of Hotel Demand: A Comparative Analysis of Neural Networks and Traditional Models," IACIS Europe
Nov. 2019	"Machine learning blending approach to improving forecasting accuracy," INFORMS Annual Meeting, Seattle, WA
Apr. 2019	"Artificial Social Intelligence," 2018-19 Albers Scholarship Seminar Series, Seattle University, Seattle, WA
Nov. 2018	"Modeling Passengers' Airport Choice in a Multi-Airport Region," DSI Annual Meeting, Chicago, IL
May 2018	"Investigating the Impact of Online Browsing Dynamics on Promotion Effectiveness," 2018 4th International Conference on Information Management, Oxford, UK
Jan. 2018	"Modeling Passengers' Airport Choice in a Multi-Airport Region" 2017-18 Albers Scholarship Seminar Series, Seattle University, Seattle, WA.
Nov. 2016	"Modeling and Forecasting Hotel Room Demand Based on Early Booking Information," 2016-17 Albers Scholarship Seminar Series, Seattle University, Seattle, WA.
Aug. 2013	"A New Statistical Method for Demand Forecasting," NIMS Hot Topics Workshop: Prediction using Fuzzy Theory, Daejeon, Seoul, Korea
Nov. 2012	"Improving the Forecasting Accuracy of Hotel Arrivals: A New Non-homogeneous Poisson Approach," DSI Annual Meeting, San Francisco, CA
Oct. 2012	"Improving the Forecasting Accuracy of Hotel Arrivals: A New Non-homogeneous Poisson Approach," INFORMS Annual Meeting, Phoenix, AZ
Oct. 2009	"Airline Passengers' Online Search and Purchase Behaviors," INFORMS Annual Meeting, San Diego, CA
Oct. 2009	"Airline Passengers' Online Search and Purchase Behaviors," AGIFORS Annual Symposium, Atlanta, GA
Oct. 2008	"Optimal Search Behavior of Strategic Customers under Deadlines," INFORMS Annual Meeting, Washington D.C.
Oct. 2008	"Airline Customers' Searching and Purchasing Behavior," INFORMS Annual Meeting, Washington D.C.
June 2008	"When to Buy a Ticket?," 8th Conference of INFORMS Revenue Management and Pricing Section, Montreal, Canada
June 2008	"Markov-based Models of Airline Passengers' Searching and Purchasing Behavior," 8th Conference of INFORMS Revenue Management and Pricing Section, Montreal, Canada
Oct. 2007	"Dynamic Pricing and Buyer Learning of Product Availability," INFORMS Annual Meeting, Seattle, WA

Service	
Professional	Editorial Board, Cornell Hospitality Quarterly, 2020-Present
	Technical Committee, International Conference on Information Management, 2018-Present
	Ad-hoc Reviewer, Journal of Hospitality and Tourism Technology, 2021-2022
	Ad-hoc Reviewer, International Journal of Hospitality Management, 2018-2021
	Ad-hoc Reviewer, Computers in Industry, 2018
	Ad-hoc Reviewer, Transportation Letters, 2017
	Ad-hoc Reviewer, International Conference on Information Systems, 2017
	Ad-hoc Reviewer, Transportation Letters, 2017
	Session Chair, INFORMS Annual Meeting, 2015
	Ad-hoc Reviewer, International Journal of Advanced Logistics, 2013
	Ad-hoc Reviewer, Eastern Asia Society for Transportation Studies, 2013
University	Academic Technology Committee, 2020-2023
	Academic Honesty Committee, 2020-2023
	Faculty Representative, Student Development Committee, 2019-2020
	Department Representative: Business & Engineering Career Fair, 2018
School	Scholarsh2 (p>BD)-73 (o907-0.018 Twi(s)13.4 (h)64 (21)-42 Tc -3)-49.2 (m)22.6 (m)22.6