

Yun Young (Yunyoung) Hur

010-4265-5160

EDUCATION

Mar. 2014 – Present

Seoul National University

- M.S. in Business Administration - Management Information Systems
- Cumulative GPA: 4.06/4.30
- Relevant Coursework
Information System Theory, Information System Methodologies, Statistical Analysis, Econometrics
- Expected Graduation Date: February 2016

Sept.2010 – Dec. 2013

University Of California, Los Angeles

- B.A., Economics, Communication Studies (Double Major)
- Cumulative GPA: 3.67/4.00
- Relevant Coursework
Microeconomic Theory, Econometrics, Statistical Analysis, Communication Theory, Communication Research methodology

RESEARCH PUBLICATION

Aug. 2014

Journal of Marketing Thought

- Yunyoung Hur, Emi Moriuchi, David Ackerman, Jinhwa Rhee, (2014) *Inter-Organizational Power and Control Mechanisms: The Role of Benevolence and Credibility*, *Journal of Marketing Thought*, Vol.01, No.02, 49-57

CONFERENCE PUBLICATION AND PRESENTATION

Aug. 2015

CSWIM 2015

- Yunyoung Hur, Seongmin Jeon, Byungjoon Yoo, (2015) *Investigation into the Market Viability of Bitcoin: Measuring the Digital Currency's Speculative Nature*

Dec. 2015

ICIS 2015

- Yunyoung Hur, Seongmin Jeon, Byungjoon Yoo, (2015) *Is Bitcoin a Viable E-Business? :Empirical Analysis of the Digital Currency's Speculative Nature*

RESEARCH SKILL

- Proficient in Stata, R, SPSS, MS PowerPoint; Experience with MS Word, Excel

HONOR & AWARD

Mar. 2015 – Feb. 2016

National Research Fellowship, Korea Student Aid Foundation

Mar. 2014 – Aug. 2015

Teaching Assistant Scholarship, Seoul National University

EXTRACURRICULAR ACTIVITY

Sept. 2012 – Sept. 2013

Active Minds

- Publicity Director / Active Member of Workshop Committee

Feb. 2009 – Present

World Vision

- Mentor
- Provided financial support and mentorship to Aida Sulzick

OTHER SKILL

- Intermediate experience with Photoshop
- English/ Korean Bilingual; Intermediate Fluency in Japanese