

Jaewoo Lee

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EDUCATION

University of South Carolina (Columbia, SC)

Ph.D. Candidate, Management Science

May 2027 (Expected)

- *Dissertation: Navigating Franchisee Operational Autonomy: Empirical Evidence on Its Performance Impacts and Drivers*
- *Co-Advisors: Dr. Keith Skowronski and Dr. Sean Handley*

Ohio State University (Columbus, OH)

M.A. in Business Administration, Management Sciences (Minor in Statistics)

2021

Korea University (Seoul, South Korea)

M.S. in Business Administration, Concentration in Operations Management,

2018

Yonsei University (Seoul, South Korea)

B.S. in Food and Nutrition (Minor in Business Administration)

2012

CURRENT RESEARCH

Research Interests

Topics: Franchisor-Franchisee Relationship; Service Operations; Behavioral Operations

Methodologies: Applied econometrics, field experiments

Dissertation Projects

Lee, J., Skowronski, K., Handley, S. M., “Operational autonomy and outlet performance: Evidence from a franchise restaurant context.” *Working paper*.

- Targeted for submission to *Production and Operations Management* in Fall 2026.

Lee, J., Kwasnitschka, D., Skowronski, K., Handley, S. M. “Peer-Based Process Feedback and Voluntary Sourcing Standardization in Franchise Operations: A Field Experiment.” *Working paper*

- Targeted for submission to the Registered Report Review Initiative at the *Journal of Operations Management* in September 2026.

Lee, J., Skowronski, K., Handley, S. M. “Intra-brand competition and franchisee autonomy in operating procedures.” *Working paper*

- Conducting additional data collection
- Targeted for submission in Spring 2027

PRE-PHD PUBLICATIONS

Lee, J., Shin, H., and Jawara, F. (2020). Understanding production planning and the gamesmanship behavior of producers: A case of Korean agriculture industry. *Korea Productivity Association*,

PRESENTATIONS

- “Operational autonomy and outlet performance: Evidence from a restaurant franchise context”
— POMS Annual Conference, Reno, NV, May 2026
- “Operational autonomy and outlet performance: Evidence from a restaurant franchise context”
— DSI Annual Conference, Orlando, FL, Nov. 2025
- The performance effects of franchisee autonomy in operational decisions: Evidence from a restaurant franchise”
— INFORMS Annual Conference, Atlanta, GA, Oct. 2025
- “Operational autonomy and outlet performance: Evidence from a franchise restaurant context”
— POMS Annual Conference, Atlanta, GA, May 2025
- “Operational autonomy and outlet performance: Evidence from a franchise restaurant context”
— DSI Annual Conference, Phoenix, AZ, Nov. 2024
- “Process compliance and Intra-brand competition on food delivery platforms” — DSI Annual Conference, Atlanta, GA, Nov. 2023
- “Process compliance and Intra-brand competition on food delivery platforms” — POMS Annual Conference, Orlando, FL, May 2023
- “The effect of an Internet of Things monitoring system on franchisee performance” — DSI Annual Conference, Online, Nov. 2020
- “Understanding production planning and the gamesmanship behavior of producers: A case of Korean agriculture industry” — POMS Annual Conference, Seattle, WA, May 2017

TEACHING EXPERIENCE

Instructor

University of South Carolina

- Operations Management (MGSC 395) Spring 2024
 - Instructor performance rating: 4.2/5.0 (25 out of 30 students)

Teaching Assistant

University of South Carolina

- Data Lab Manager Aug 2025 – Present
- Service Operations Management (MGSC 486) Spring 2025
- KEPCO Executive International MBA Summer 2022, Summer 2023, Summer 2024

Ohio State University

- Project Management (BUSMGT 7223) Spring 2021
- Decision Sciences: Statistical Techniques (BUSMGT 2320) Spring 2020
- Introduction to Operations Management (BUSMGT 3230) Spring 2019

INDUSTRY EXPERIENCE

SIMPLE F&B (Seoul, South Korea)

- Operations Consultant Mar. 2018 – Apr. 2018
 - Analyzed and improved the cost structure of a pork processing factory by reducing operational waste

EMART Inc. (Seoul, South Korea)

- Assistant Category Manager (Global Sourcing Head Office) Jul. 2014 – Apr. 2015
 - International procurements of agriculture and grocery products (dairy, pork, green coffee beans, beverage, and seasoning)

- Assistant Delicatessen Section Manager (Bucheon Branch) Jul. 2012 – Jul. 2014
 - Oversaw production planning, sales operations, and inventory control to maintain high food safety and customer service standards
- Intern Team leader (Headquarters) Dec. 2011 – Jun. 2012
 - Conducted surveys and interviews, and published an annual market trend report

AWARDS AND HONORS

- Doctoral Fellows Award, *University of South Carolina* (May 2026, May 2025)
- Presidential Fellowship Nominee, *University of South Carolina* (Mar. 2021)
- Graduate School Research Fellowship, *Korea University* (Jul. 2017)
- General Scholarship, *Korea University* (Nov. 2016, Apr. 2017)
- University Designated TRUTH Scholarship, *Yonsei University* (Feb. 2011)

SERVICE AND PROFESSIONAL AFFILIATIONS

- Guest Reviewer for *Production and Operations Management Society*
- Affiliations: POMS, DSI, INFORMS

PERSONAL

- Statistical Software: STATA, R, Python
- Languages: Korean (native), English (fluent)
- Hobbies: Weight training, Cycling, Snowboarding