

SANGWON LEE
College of Journalism and Communications
University of Florida,
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Gainesville, FL 32611
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EDUCATION

Doctor of Philosophy in Mass Communication, June 2008

Ph.D. Candidate

University of Florida, Gainesville, FL

Emphasis: Telecommunication Policy, Media Economics, Media Industries

Dissertation Title: A Cross-Country Analysis of Ubiquitous Broadband Deployment:
Examination of Adoption Factors

Master of Arts in Telecommunication, August 2004

George Washington University, Washington, DC

Major: Telecommunication

Emphasis: Telecommunication Policy

Bachelor of Arts in Public Administration, *magna cum laude*, February 1992

Yonsei University, Seoul, Korea

Major: Public Administration and Policy

RESEARCH AND TEACHING INTERESTS

Research Interests:

Media Industries

Telecommunication Policy & Regulation

New Media Technology & Policy

Media Economics

Media Management

Teaching Interests:

Telecommunication Law and Policy

Telecommunication Management

Media Economics

Media Management

New Media Technology & Policy

RESEARCH

Publications

Lee, Sangwon & Brown, Justin (2008). Examining Broadband Adoption Factors: An Empirical Analysis between Countries. *Info: the Journal of Policy, Regulation, and Strategy for Telecommunication, Information, and Media*. 10 (1), pp. 25- 39.

Lee, Sangwon, Chan-Olmsted, Sylvia & Ho, Hsiao-Hui (2008). Growth of Mobile Virtual Network Operators: An Examination of the Business Strategy in the Global MVNO Market. *International Journal on Media Management*. 9 (1), pp.10-21.

Lee, Sangwon (2006). Broadband Deployment in the United States: Examining the Impacts of Platform Competition. *The International Journal on Media Management*, 8(4), pp. 173-181.

Lee, Sangwon & Chan-Olmsted, Sylvia (2006). The Development of Mobile Television: Examining the Convergence of Mobile and Broadcasting Services in Korea. *International Journal of Mobile Marketing*, 1(2), pp. 60-67.

International Telecommunication Union (Ed.) (2004). *Trends in Telecommunication Reform 2004/2005: Licensing in an Era of Convergence*, International Telecommunication Union, Geneva: Switzerland. (Co-author)

Gil, Jungil & **Lee, Sangwon** (1999). National Security in the Information Age. *The Journal of National Strategy (Korean)*, 4(2). Sunnam, Korea.

Lee, Sangwon & Marcu, Mircea (2008). Fixed and Mobile Broadband Deployment: An Empirical Analysis of Adoption Factors. *Information Economics and Policy* (Minor revision).

Lee, Sangwon, Chan-Olmsted, Sylvia & Kim, Heejung. The Deployment of Third-Generation Mobile Services: A Multinational Analysis of Contributing Factors. Submitted to *Telecommunications Policy* (Under review).

Lee, Sangwon. The Effects of 3G Licensing Policies on the Mobile Markets in OECD Countries: An Empirical Analysis. Submitted to *Info: the Journal of Policy, Regulation, and Strategy for Telecommunication, Information, and Media* (Under review).

Lee, Seonmi, **Lee, Sangwon** & Chan-Olmsted, Sylvia. A Comparative Study of the Third Generation Mobile Markets in Japan and Korea. Submitted to *Asian Journal of Communication* (Under review).

Conference Papers

Lee, Sangwon (2008, January). The Determinants of the Global Broadband Deployment: An Empirical Analysis. Paper presented to *the Pacific Telecommunications Council's 08 Conference*, Honolulu, HI.
***(Top Student Paper Award, O.S Braunstein Prize)**

***Lee, Sangwon** & Marcu, Mircea (2007, September). Fixed and Mobile Broadband Deployment: An Empirical Analysis of Adoption Factors. Paper presented to *the 35th Annual Telecommunications Policy Research Conference (TPRC) on Communication, Information and Internet Policy*, Arlington, VA.
***(Top Student Paper Award, Student Paper Competition)**

***Lee, Sangwon**, Chan-Olmsted, Sylvia & Kim, Heejung (2007, August). The Deployment of Third-Generation Mobile Services: A Multinational Analysis of Contributing Factors. Paper presented to the 2007 *Association for Education in Journalism and Mass Communication Annual Convention*, Washington D.C.
***(Second-Place Paper Award, Media Management and Economics Division)**

Chan-Olmsted, Sylvia, **Lee, Sangwon** & Heo, Jun (2008, May). Developing a Mobile Television Market: Lessons from the World's Leading Mobile Economy — South Korea. Paper accepted for presentation to the 8th *World Media Economics and Management Conference*. Lisbon, Portugal.

Lee, Seonmi, **Lee, Sangwon**, & Chan-Olmsted, Sylvia (2008, May). A Comparative Study of the Third Generation Mobile Markets in Japan and Korea. Paper accepted for presentation to the 8th *World Media Economics and Management Conference*. Lisbon, Portugal.

Lee, Sangwon & Brown, Justin (2007, October). Diffusion of Broadband Use among Echo Boomers in the United States: An Empirical Analysis. Paper presented to *the Convergence and Society: Media Ownership, Capital, and Consolidation*, Columbia, SC.

Lee, Sangwon & Brown, Justin (2007, September). Examining Broadband Adoption Factors: An Empirical Analysis between Countries. Paper presented to *the 35th Annual Telecommunications Policy Research Conference (TPRC) on Communication, Information and Internet Policy*, Arlington, VA.

Lee, Sangwon, Chan-Olmsted, Sylvia & Ho, Hsiao-Hui (2007, August). Growth of Mobile Virtual Network Operators: An Examination of the Business Strategy in the Global MVNO Market. Paper presented to the 2007 *Association for Education in Journalism and Mass Communication Annual Convention*, Washington D.C.

Lee, Sangwon & Brown, Justin (2007, August). An International Empirical Analysis of Broadband Adoption Factors. Paper presented to the 2007 *Association for Education in Journalism and Mass Communication Annual Convention*, Washington D.C.

Lee, Sangwon (2006, August). The Effects of 3G License Fees on the Mobile Markets in OECD Countries: An Empirical Analysis. Paper presented to the *Association for Education in Journalism and Mass Communication Annual Convention*, San Francisco, CA.

Lee, Sangwon & Chan-Olmsted, Sylvia (2006, August). The Development of Mobile Television: Examining the Convergence of Mobile and Broadcasting Services in Korea. Paper presented to the *Association for Education in Journalism and Mass Communication Annual Convention*, San Francisco, CA.

Lee, Sangwon (2006, August). The Impacts of Market-based Standardization Policy on the Mobile Deployment in OECD Countries: An Empirical Analysis. Paper presented to the *Association for Education in Journalism and Mass Communication Annual Convention*, San Francisco, CA.

Lee, Sangwon (2006, April). The Effects of Competition and Regulation on Broadband Deployment in the United States. Paper presented to the *National Cable and Telecommunication Association Academic seminar*, Atlanta, GA.

Lee, Sangwon (2006, February). The Effects of 3G License Fees on the Mobile Markets in OECD Countries: An Empirical Analysis. Paper presented to the *Association for Education in Journalism and Mass Communication* Midwinter Conference, Bowling Green, OH.

Chan-Olmsted, Sylvia , **Lee, Sangwon**, & Kim, Heejung (2008, August). Mobile Television Deployment Strategy: A Comparative Analysis of Mobile Operators and Television Broadcasters. Paper submitted to the 2008 *Association for Education in Journalism and Mass Communication* Annual Convention, Chicago, IL.

Lee, Sangwon & Lee, Seonmi (2008, August). Ubiquitous Broadband Deployment: An Empirical Analysis. Paper submitted to the 2008 *Association for Education in Journalism and Mass Communication* Annual Convention, Chicago, IL.

Lee, Sangwon & Lee, Seonmi (2008, September). Multiple Play Strategy in Global Telecommunication Markets: An Empirical Analysis. Paper submitted to the *36th Annual Telecommunications Policy Research Conference (TPRC) on Communication, Information and Internet Policy*, Arlington, VA.

EXPERIENCE

Professional

International Telecommunication Union (U.N.), Geneva, Switzerland, 2004 – 2005
Consultant, Regulatory Reform Unit, Telecommunication Development Bureau (BDT)

- Conducted research about trends of telecommunication market and regulation
- Collected and analyzed statistical data
- Wrote the first chapter of *Trends in Telecommunication Reform 2004/2005*

The Sejong Institute, Sunghnam, Korea, 1998 – 2002

Policy Analyst

- Conducted empirical research about regulatory policy issue
- Collected and analyzed statistical data for empirical study
- Wrote and submitted policy report to the *Office of the President, Republic of Korea*

Korea Telecom Freetel, Korea, 1996 – 1997

Strategic Planner

- Conducted empirical research for telecommunication business strategy
- Developed marketing strategies to increase subscribers of KTF in the mobile market

Teaching

Instructor

New Media System (RTV4420)

Spring 2008

Department of Telecommunication at the University of Florida

- Lecturer for all class meetings

- Graded assignments and exams
- Consulting with students to help their final projects and papers
- Maintained and monitored student progress

Teaching Fellow

New Media System (RTV4420)

Fall 2007

Department of Telecommunication at the University of Florida

- Lecturer for two class meetings (New media technology)
- Graded assignments and exams
- Consulting with students to help their final projects
- Maintained and monitored student progress

Guest Lecturer

PURC Advanced Methods in Radio Spectrum Planning and Management

Fall 2007

Public Utility Regulation Center (PURC) at the University of Florida

- Lecturer for one workshop meeting for Thailand regulators
- Discussion with 20 Thailand regulators (The National Telecommunications Commission Thailand)

Guest Lecturer

Communication Colloquium (MMC 6929)

Fall 2007

Mass communication at the University of Florida

- Lecture for one class meetings
- Discussion with students about mass communication research

Teaching Fellow

Introduction to Telecommunication (RTV3000)

Summer 2007

Department of Telecommunication at the University of Florida

- Lecturer for two class meetings (Broadband and Telecommunication Regulation)
- Prepared exam questions and PowerPoint slides
- Maintained and monitored student progress
- Researched industry trends to integrate into course

Teaching Assistant

Telecommunication Planning and Operation (RTV4800)

Spring 2007

Department of Telecommunication at the University of Florida

- Consulting with students to help their final projects
- Maintained and monitored student progress

Guest Lecturer

Communication Colloquium (MMC 6929)

Fall 2006

Mass communication at the University of Florida

- Lecture for one class meetings
- Discussion with students about mass communication research

Teaching Assistant

Telecommunication Law and Regulation (RTV4700)

Fall 2006

Department of Telecommunication at the University of Florida

- Graded assignments, and exams

- Prepared exam and study questions
- Maintained and monitored student progress

Research

Research Assistant for Dr. Justin Brown Summer 2006, Summer 2007
Department of Telecommunication at the University of Florida

- Collected and analyzed statistical data,
- Completed literature reviews
- Worked on manuscript addressing comparative broadband deployment

Research Assistant for Dr. Sylvia Chan-Olmsted Spring 2007
Department of Telecommunication at the University of Florida

- Worked on wireless industry research project
- Wrote research proposals and three research papers
- Collected and analyzed statistical data
- Completed literature reviews

Research Assistant for Dr. Chang-Hoan Cho Fall 2005-Fall 2006
College of Journalism and Communications at the University of Florida

- Worked on survey research project on culture and advertising marketing
- Collected and analyzed statistical data
- Completed literature reviews

Research Assistant for Dr. Corry Armstrong Spring 2006
College of Journalism and Communications at the University of Florida

- Content Analysis
- Collected and analyzed statistical data
- Completed literature reviews

Research Assistant for Dr. Johanna Cleary Fall 2005, Fall 2007
Department of Telecommunication at the University of Florida

- Worked on research projects about broadcasting management
- Completed literature reviews
- Content Analysis/Collected statistical data

Research Assistant for Dr. Amy Jo Coffey Fall 2007
Department of Telecommunication at the University of Florida

- Worked on research projects about broadcasting management
- Collected and analyzed statistical data
- Content Analysis/Survey Research

Leadership

Editorial Committee Member, *National Informatization White Paper*, Korea, 1999

Editorial Committee Member, *Journal of National Strategy*, Korea, 1997 – 1999

Editorial Committee Member, *Current Affairs and Public Policy*, Korea, 1997
– 1999

HONORS AND AWARDS

Recipient of the *Top Student Paper Award (O.S. Braunstein Prize)*, 2008, *the Pacific Telecommunications Council's 08 Conference*, Honolulu, HI.
Recipient of *Graduate Student Research Award*, 2008, University of Florida
Recipient of the *Top Student Paper Award*, 2007, *the 35th Annual Telecommunications Policy Research Conference (TPRC) on Communication, Information and Internet Policy*, Arlington, VA.
Recipient of the *Second-Place Paper Award*, 2007, *Media Management and Economics Division*, Association for Education in Journalism and Mass Communication Annual Convention, Washington D.C.
Recipient of the *the Korean Graduate Student Research Award*, 2007, University of Florida.
Recipient of *The National Dean's List*, 2006-2007
Recipient of *The National Chancellor's List*, 2005-2006
Recipient of Certificate of Outstanding Achievement, University of Florida, 2006
Recipient of *University of Florida Alumni Fellowship*, 2005-Present
Recipient of *The National Dean's List*, 2004-2005
Recipient of *C.S. Yoo Foundation Fellowship Awards*, 2003
Recipient of *Certificate of Commendation*, Korean Army, 1995
Recipient of *Top Honor Student Award*, Yonsei University, 1990-1991
Recipient of *Student Study abroad Program Fellowship*, Moscow University (Russia) & Berlin University (Germany), supported by Department of Education, Korea Government, 1990

MEMBERSHIP OF PROFESSIONAL AFFILIATIONS

- Association for Education in Journalism and Mass Communication
- Telecommunications Policy Research Conference
- International Communication Association

DOCTORAL DISSERTATION COMMITTEE (REFERENCES LIST)

- Chair: Justin Brown, Ph.D.
- Co-Chair: Sylvia Chan-Olmsted, Ph.D.
- Committee Member: David Ostroff, Ph.D.
- Committee Member: Sanford Berg, Ph.D.
- Guest Member: Mark Jamison, Ph.D.