

Spring 2026 SUNY Korea Distinguished Seminar

Tech on a Slice of Pizza



Date: Friday, May 15, 2026

Time: 6:00 PM – 7:30 PM

Venue: C105

Speaker: Prof. Seung-Hyun Lee



RSVP



About the Seminar

This seminar explores how Domino's Pizza transformed its struggling brand through bold transparency and technology innovation. By embracing digital platforms, data-driven decision making, and creative customer strategies, the company successfully repositioned itself as a tech-driven business. The case highlights how innovation beyond products can drive competitive advantage.

About the Speaker

Seung-Hyun (Sean) Lee is Ashbel Smith Professor of Strategic Management at the University of Texas at Dallas. He earned his Ph.D. from The Ohio State University and specializes in international business and nonmarket strategy. His research has been published in leading journals, and he has held key editorial and leadership roles in global academic associations.

