

THE FOE RESEARCH SEMINAR

ADVANCED QUANTITATIVE RESEARCH METHODS FOR REAL ESTATE STUDIES: APPLICATIONS IN SOUTH KOREA



PROF. DR. JEONGSEOB KIM

Abstract

This research seminar introduces three distinct research cases in urban analytics, specifically employing geospatial big data from Korea. The initial study delves into the measurement of visitors' sensory experiences using social media data, offering strategies for activating commercial areas. Leveraging text mining techniques on Google review data from Seoul, this study empirically analyzes the impact of sensory experiences on commercial vitality.

The second study articulates methodologies for assessing various factors in apartment design, including green coverage ratio and openness, utilizing geospatial techniques. Subsequently, the relationship between density and these design factors is explored. The third study investigates the influence of flooding hazards on property values, employing a hedonic price model based on a difference-in-difference approach. As elucidated in the aforementioned cases, diverse urban and real estate analyses can be conducted through the integration of Geographic Information System (GIS), Artificial Intelligence (AI), and traditional econometric techniques.

 **Wednesday,
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 **09:00 -
11:30**

 **University of Economics
and Finance (UEF)**

About the Speaker

Prof. Dr. Jeongseob Kim is a Head of Urban Planning & Analytics Lab, Department of Civil, Urban, Earth and Environmental Engineering at Ulsan National Institute of Science and Technology (UNIST), South Korea. His research interests lie in housing, neighborhood change, and smart cities with an emphasis on applications of urban data analytics. Dr. Kim earned his PhD degree in Design, Construction and Planning at the University of Florida and served as a planner and consultant for various institutions, such as Inter-American Development Bank and Daegu Metropolitan Council.