Juhyeon Park

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RESEARCH INTERESTS

Public Space & Pedestrian Behavior; Commercial District Change; Housing Markets & Policy; AI in Urban Research (exploring)

EDUCATION

- **Ph.D. in Urban and Environmental Engineering** 2022
  Ulsan National Institute of Science and Technology (UNIST), Korea
  - Dissertation: Measuring Public Life Through Digital Technologies: Investigating the Use of WiFi Sensing for Enhancing Public Space
  - Advisor: Professor Jeongseob Kim
- **B.S. in Urban and Environmental Engineering**, UNIST, Korea 2015

ACADEMIC & PROFESSIONAL EXPERIENCE

- **Associate Research Fellow,** Big Data Analytics Team, Housing & Urban Finance Research Institute, Korea Housing & Urban Guarantee Corporation (HUG) 2025-present
- **Associate Research Fellow,** Research & Analysis Team, Gyeonggi Credit Guarantee Foundation 2024-2025
- **Associate Research Fellow,** Future Strategy Research Office, Gyeongbuk Development Institute (GDI) 2023-2024
- **Postdoctoral Researcher**, Department of Urban and Environmental Engineering, UNIST 2022-2023

PUBLICATIONS

Park, J., Jeong, J., & Kim, J. (in press). What consumers rate highly and what stays open: Sensory experience and business continuity in Seoul's commercial districts. *Cities*.

Park, J., & Kim, J. (2026). WiFi sensing for urban analytics: An open-source R toolkit. *Environment and Planning B: Urban Analytics and City Science*. Advance online publication. https://doi.org/10.1177/23998083261492368

Park, J. (2026). Does online apartment listing volume lead price changes? The role of transaction volume and a comparison of sale and jeonse markets. *Housing Studies Review*, 34(3), 267–296. (in Korean)

Park, J., & Kim, J. (2019). Economic impacts of a linear urban park on local businesses: The case of Gyeongui Line Forest Park in Seoul. *Landscape and Urban Planning*, 181, 139–147.

Park, J., & Kim, J. (2018). Defining heatwave thresholds using an inductive machine learning approach. *PLOS ONE*, 13(11), e0206872.

Yoon, D. K., Kang, J. E., & **Park, J.** (2017). Exploring environmental inequity in South Korea: An analysis of the distribution of toxic release inventory (TRI) facilities and toxic releases. *Sustainability*, 9(10), 1886.

UNDER REVIEW

Park, J. Do renters spend and save less after they begin paying monthly rent? Evidence from South Korea's deposit-only leases. (submitted)

Park, J. Measured between branches or from homes? A 1 km closure condition and walking access to bank branches in South Korea, 2019–2026. (submitted)

PATENTS

Kim, J., & **Park, J.** (2020). *Pedestrian characteristic analysis system using WiFi sensing data and pedestrian characteristic analysis method using the same* (Korea Patent Application No.10-2020-0186549). Korean Intellectual Property Office

Kim, J., **Park, J.**, Choi, D., & Yoon, S. (2019). *Method and computer-readable recording medium for measuring survival rate and sales of commercial area* (Korea Patent No. 10-1990799). Korean Intellectual Property Office

RESEARCH PROJECTS

- **Postdoctoral Researcher**, UNIST — 2022-2023
  - Development of pedestrian behavior and spillover effect estimation model based on smart technology and spatial econometric model: Focused on the business area revitalization project, National Research Foundation of Korea (NRF), PI: Juhyeon Park
  - Prediction of users' behaviors in commercial streets based on sensory perception of places and WiFi sensing, NRF, PI: Professor Jeongseob Kim
- **Graduate Research Assistant**, UNIST — 2015-2022
  - Pedestrian volume modeling using a WiFi sensing system and three-dimensional measurements of street environment, NRF, PI: Professor Jeongseob Kim
  - An agent-based simulation model of gentrification for Korean inner cities, NRF, PI: Professor Jeongseob Kim
  - Evaluation system of school zone safety using multi-agent VR simulator and deep learning, Korea Agency for Infrastructure Technology Advancement (KAIA), PI: Professor Gi-Hyoug Cho

GRANTS AND AWARDS

- **Postdoctoral Fellowship,** National Research Foundation of Korea (NRF) ($45,000/year, 2022–2023) — 2022
- **First Prize**, The 1st Big Data Competition for Commercial Area Analysis, Seoul Credit Guarantee Foundation — 2017
- **Excellence Award**, The 5th Seoul Research Competition, Seoul Institute, Seoul Metropolitan Government
- **Excellence Award**, The 4th Seoul Research Competition, Seoul Institute and Seoul Metropolitan Government — 2016

SKILLS

R, Python, MySQL, Stata, QGIS, ArcGIS

[Last update on 2026-11-15]