

RURU (JUAN RU) HOONG

rhoong@hbs.edu | Morris Hall B215 | +1 (617) 682-2668

EDUCATION

Harvard Business School

Ph.D. in Business Economics

Cambridge, MA

2020 – 2026 (*Expected*)

- Research interests: digital economics, AI, privacy and social media
- Dissertation committee: Jesse Shapiro (chair), Katie Coffman, Shane Greenstein, David Yang
- Affiliations: [D³ Data Science & AI Ops](#), [Institute for Quantitative Social Science](#), [Stanford Impact Labs](#)

Stanford University

B.A. Economics with Honors and Distinction

Stanford, CA

2015 –2019

- Phi Beta Kappa, Firestone Medal (top 10% of theses university-wide)
- Study abroad: Stanford in Oxford (April – June 2017) and Stanford in Washington (April – June 2018)

St Joseph's Institution International

International Baccalaureate Diploma [45/45]

Singapore, Singapore

2010 –2014

- Principal's Award, Economics & Theory of Knowledge Award, Cambridge Top in World for Intl Mathematics, SJII Merit Scholarship

WORKING PAPERS

[Job Market Paper] **Calibrated Coarsening: Designing Information for AI-Assisted Decisions**, *with Bnaya Dreyfuss*

Encouraging Digital Wellness at Scale: Experimental Evidence from 13 Million Social Media Users, *with Peter Hickman & Yulu Tang*

Equitable Resource Allocation in AI-Driven Education, *with Hyunbin Loh, Yejin Han, Chanyou Hwang & Younghoan Cho*

WORKS-IN-PROGRESS

Uneven Organizational Gains: GenAI's Impact on Worker Specialization and Task Complexity

Screen Time Limits and Youth Mental Health: Evidence from a Randomized Experiment, *with Luca Bragheiri, Sarah Eichmeyer, Matthew Gentzkow and Angela Yuson Lee*

Privacy Preferences around the World, *with Andrew Kao and David Yang*

PUBLISHED PAPERS

Self Control and Smartphone Use: An Experimental Study of Soft Commitment Devices *European Economic Review*, Vol 140

Nov 2021

CASE STUDIES

Riid: Scaling AI Educational Services Globally, Harvard Business School Case 324-030, with John Jong-Hyun Kim and Nancy Dai

WORK EXPERIENCE

Harvard University – Resident Tutor/Advisor, Eliot House Cambridge, MA 2022-24

Harvard University – Teaching Fellow Cambridge, MA 2022

Boston Consulting Group – Associate London, United Kingdom 2019 –2020

- Associate in London office, summer associate in Boston office (2018), with a focus on technology and go-to-market strategy

Stanford Institute for Economic Policy Research – Research Assistant Stanford, CA 2017 –2019

- Assisted Professor Muriel Niederle, Professor Matthew Gentzkow, and Professor Paul Oyer

World Bank – Mind, Behavior, & Development Unit (eMBeD) Intern Washington, DC 2018

- Conducted research in R and Stata, relating to projects in behavioral sciences to fight global poverty and reduce inequality

Stanford Department of Economics – Teaching Assistant Stanford, CA 2017-2018

- Led 3 section classes (~70 total students), for Economics 50 and 51 (microeconomics)

GIC (Government of Singapore Investment Corporation) – Summer Analyst Singapore, SG 2017

- Conducted analysis of Fed policies and developed China CPI forecasting tool for the fixed income group of Singapore’s largest sovereign wealth fund

Ministry of Finance – Social Programmes Research Intern Singapore, SG 2015

- Researched the financial sustainability of long-term care in Singapore, with focus on policy insight

Ministry of Education – School Planning and Placement Intern Singapore, SG 2015

- Researched best practices on international student integration into local schools

PROFESSIONAL ACTIVITIES

Referee for: *American Economic Review*, *American Economic Review: Insights*, *Review of Economics and Statistics*, *Review of Law and Economics*

Conference and Seminar Presentations

POMS (Atlanta); Columbia Management, Analytics, Data Science; Wharton AI & Future of Work; Behavioral Operations Conference (Hamburg); ZEW Conference on the Economics of Information and Communication Technologies

2025-2026

[Scheduled] Academy of Management Annual Meeting (Copenhagen); National University of Singapore Business School, Strategy and Policy; Singapore Management University, Machine Learning in Economics Summer Conference (Chicago); SITE Experimental Economics (Stanford); UChicago AI in Social Science; INFORMs (Atlanta)