

RURU HOONG

MAILING ADDRESS

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CONTACT INFORMATION

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ACADEMIC APPOINTMENTS

Massachusetts Institute of Technology 2026 – Present
Assistant Professor of Management Science (Marketing Group), Sloan School of Management

EDUCATION

Doctor of Philosophy, Business Economics 2020 – 2026
Harvard University, Cambridge, MA
Committee: Jesse Shapiro (chair), Katherine Coffman, Shane Greenstein, David Yang
Bachelor of Arts, Economics 2015 – 2019
Stanford University, Stanford, CA
With Honors and Distinction; Phi Beta Kappa

AWARDS AND HONORS

David A. Wells Prize for Best Dissertation, Harvard University 2026
Vithala Rao Best PhD Paper Award, AI in Management Conference 2026
Exemplary Paper Award, ACM Conference on Economics and Computation (EC '26) 2026
Best Conference Paper, Runner-Up, Conference on Information Systems and Technology (CIST) 2025
Firestone Medal for Excellence in Undergraduate Research, Stanford University 2019

RESEARCH GRANTS

Social Science Research Council Graduate Research Fellowship (SSRC 2025-004), Ministry of Education, Singapore 2025
NUS Development Grant 2025
Harvard Business School and Harvard Economics Student Grants 2025
Institute for Quantitative Social Science Research Grant 2025

WORKING PAPERS

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 and Yulu Tang

JOURNAL PUBLICATIONS

Self Control and Smartphone Use: An Experimental Study of Soft Commitment Devices 2021
European Economic Review, Vol. 140

WORKS IN PROGRESS

Reorganising Work Around AI: Hierarchy and Task Scope in Data Annotation
with Andrew Kirby and Chris Liao
AI and Wellbeing
with Emanuel Schertz

Screen Time Limits and Youth Mental Health: Evidence from a Randomized Experiment

with Luca Braghieri, Sarah Eichmeyer, Matthew Gentzkow and Angela Yuson Lee

OTHER WRITING

Riiid: Scaling AI Educational Services Globally

Harvard Business School Case 324-030, with John Jong-Hyun Kim and Nancy Dai

Equitable Resource Allocation in AI-Driven Education

with Hyunbin Loh, Yejin Han, Chanyou Hwang and Younghoan Cho

INVITED TALKS AND CONFERENCE PRESENTATIONS

2026

AI in Management Conference; ACM Conference on Economics and Computation (EC); Marketing Science Conference; NBER Digital Economics and Artificial Intelligence; Penn State AI Workshop; Open User Innovation (OUI) Conference

2025

Production and Operations Management Society; Columbia Business School Management, Analytics and Data Science Conference; Wharton AI & Future of Work Conference; Behavioral Operations Conference; ZEW Conference on the Economics of Information and Communication Technologies; Academy of Management Annual Meeting; National University of Singapore Business School; Singapore Management University; University of Chicago Machine Learning in Economics Summer Conference; Stanford Institute for Theoretical Economics, Experimental Economics; Chinese University of Hong Kong Business School; Hong Kong University Business School; University of Chicago AI in Social Science Conference; Massachusetts Institute of Technology Initiative on the Digital Economy; University of Chicago Booth School of Business; Northwestern University Kellogg School of Management; Massachusetts Institute of Technology Sloan School of Management; CIST; INFORMS; Stanford Graduate School of Business; UCL School of Management; Conference on Digital Experimentation (CODE), MIT; Columbia Business School AI/ML Conference

TEACHING

Pricing 15.181, MIT Sloan School of Management

2026 – Present

Teaching Fellow, Harvard University

2022

Teaching Assistant, Economics 50 and 51 (Microeconomics)

2017 – 2018

Stanford University

PROFESSIONAL SERVICE

Referee: *American Economic Review*; *American Economic Review: Insights*; *Quarterly Journal of Economics*; *Review of Economics and Statistics*; *Manufacturing & Service Operations Management*; *ACM Conference on Economics and Computation*; *Review of Law and Economics*

OTHER PROFESSIONAL EXPERIENCE

Associate, Boston Consulting Group

2019 – 2020

London, United Kingdom

Intern, Mind, Behavior and Development Unit, World Bank

2018

Washington, DC

Summer Analyst, GIC Private Limited

2017

Singapore

Intern, Ministry of Finance and Ministry of Education

2015

Singapore