

ROBERT KUAN

Curriculum Vitae

Updated October 10, 2025

527.4 Jon M. Huntsman Hall
3730 Walnut Street
Philadelphia, PA 19104

rkuan@wharton.upenn.edu

917-445-3611

EDUCATION

University of Pennsylvania, The Wharton School

Ph.D. in Decision Processes

Expected May 2027

University of Pennsylvania

B.S. in Economics

May 2011

RESEARCH INTERESTS

Consumer Behavior, Judgment and Decision-Making, Consumer Motivation and Self Control, Behavior Change

PUBLISHED JOURNAL ARTICLES

1. **Kuan, R.**, K. Blagg, B.L. Castleman, R. Darolia, J.D. Matsudaira, K.L. Milkman, & L.J. Turner (2025). "[Behavioral Nudges Prevent Loan Delinquencies at Scale: A 13-Million Person Field Experiment](#)." *Proceedings of the National Academy of Sciences*.
2. Milkman, K.L., S.F. Ellis, D.M. Gromet, Y. Jung, A.S. Luscher, R.S. Mobarak, M.K. Paxson, R.A. Silvera Zumaran, **R. Kuan**, R. Berman, N.A. Lewis Jr., J.A. List, M.S. Patel, C. Van den Bulte, K.G. Volpp, M.V. Beauvais, J.K. Bellows, C.A. Marandola, & A.L. Duckworth (2024). "[Megastudy Shows Reminders Boost Vaccination but Adding Free Rides Doesn't](#)." *Nature*.

MANUSCRIPTS UNDER REVIEW OR REVISION

3. Kristal, A., **R. Kuan**, K.L. Milkman, J. Beshears, J.J. Choi, D. Laibson, & A.L. Duckworth, "Registered Report: Replication of Study 2 from Ariely and Wertenbroch (2002) Procrastination, Deadlines and Performance: Self-Control by Precommitment." *Revise and Resubmit at Psychological Science*.
4. **Kuan, R.**, K.L. Milkman, S.F. Ellis, D.M. Gromet, K.V. Zhu, Y. Jung, C. Van den Bulte, R. Berman, E. Dimant, R.A. Silvera Zumaran, M.K. Paxson, & A.L. Duckworth. "Don't Just Prompt—Suggest: Suggested Plans Boost Planning Prompt Effectiveness in the Field." *Under Review at Journal of Consumer Research*.
* Won the *Franco Nicosia Best Competitive Paper Award* at the *Association of Consumer Research Conference (2024)*
5. Voelkel, J.G., **R. Kuan**, K.L. Milkman, L. Eskreis-Winkler, & K.V. Zhu. "When the Time is Right: Labeling Dates to Motivate Donations." *Under Review at Management Science*.

SELECTED WORK IN PROGRESS

- **Kuan, R.**, K.L. Milkman, & H.E. Hershfield. "Budgeting for Self-Control: Are Mental Accounts Distinguishing Between 'Luxuries' and 'Necessities' Purchases More Effective Than Using Traditional Budget Categories?" *Field Experiment in Progress*.
- Zhang, G., **R. Kuan**, K.L. Milkman, & S. Benartzi. "Comparing Persuasive Appeals to Promote Savings: A Direct Comparison of Foot-in-the-Door and Door-in-the-Face Strategies in the Field." *Field Experiment in Progress*.

CONFERENCE PRESENTATIONS

- **Don't Just Prompt—Suggest: Suggested Plans Boost Planning Prompt Effectiveness in the Field**
 - Society for Personality and Social Psychology (SPSP) Conference, Chicago, 2026 *[to be presented Feb 2026]*
 - Society for Judgment and Decision Making (SJDM) Conference, Denver, 2025 *[to be presented Nov 2025]*
 - Center for Health Incentives and Behavioral Economics (CHIBE) Behavioral Science and Health Symposium, Philadelphia, 2024
 - Center for Health Incentives and Behavioral Economics (CHIBE) Roybal Retreat, Hershey, 2024
 - Association for Consumer Research (ACR) Conference, Paris, 2024
 - Society for Judgment and Decision Making (SJDM) Conference, New York, 2024 *[Poster presented]*
 - Behavioral Decision Research in Management (BDRM) Conference, Chicago, 2024
 - Society for Consumer Psychology (SCP) Conference, Nashville, 2024
- **Behavioral Nudges Prevent Loan Delinquencies at Scale: A 13-Million Person Field Experiment**
 - Society for Judgment and Decision Making (SJDM) Conference, Denver, 2025 *[to be presented Nov 2025]*
 - Association for Consumer Research (ACR) Conference, Washington DC, 2025
 - Advances with Field Experiments (AFE) Conference, Chicago, 2025
 - Boulder Summer Conference on Consumer Financial Decision-Making, Boulder, 2025
 - Behavioral Science and Policy Association (BSPA) Conference, Online, 2025

TEACHING EXPERIENCE

University of Pennsylvania, The Wharton School

GUEST LECTURES

Consumer Behavior (UG, 2021)

TEACHING ASSISTANT

Managerial Decision-Making (MBA, 2024, 2025)

Consumer Behavior (UG, 2021)

SELECT HONORS AND AWARDS

Carlos and Rosa de la Cruz PhD Fellowship	2025
● Awarded to a Wharton PhD student who showed exceptional performance in his/her oral qualifying exams, or to a student who demonstrates in some other way outstanding promise in their career in scholarly research.	
Association for Consumer Research — Franco Nicosia Best Competitive Paper Award	2024
● Selected from over 500 paper submissions competing for the best paper title	
Russell Sage Foundation — Summer Institute in Behavioral Economics	2024

PROFESSIONAL SERVICE AND AFFILIATIONS

AD-HOC JOURNAL REVIEWING

Psychological Science

Judgment and Decision-Making

MENTORING

Mentor for International Low-Income Students, Lumiere Research Inclusion Foundation (2024 - Present)

Peer Mentor, Wharton Doctoral Council’s DEI Mentorship Program (2023 - Present)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

OTHER RESEARCH EXPERIENCE

Project Lead, Professor Susan Athey (Golub Capital Social Impact Lab)	2021 – 2022
Project Lead, Professor Hal Hershfield	2021 – 2022
Research Assistant, Professor Elizabeth Dunn (Happy Lab)	2021 – 2022
Research Assistant, Professor Barbara Mellers	2022

OTHER PROFESSIONAL EXPERIENCE

Personal Capital , financial technology startup	2017– 2020
Charles River Associates , economic consulting firm	2011 – 2016