

**HU Ruey Heng Arthur**  
National University of Singapore  
Department of Strategy and Policy  
Biz 2, 1 Business Link 01-08, Singapore, 117592  
arthur.hu@u.nus.edu

---

## EDUCATION

Ph.D. in Strategy & Policy, National University of Singapore	2022 – 2027 (expected)
Bachelor's in Business Management, Singapore Management University	2015 – 2019
• Majors in Strategic Management & Operations Management   Summa Cum Laude	

---

## RESEARCH

*Interests: Entrepreneurship & Strategy, Competitive Strategy, Corporate Structure & Innovation*

### Work in Progress

- [1] “The Data-Driven Revolution in Soccer: Lessons for Strategic Management” (with *Simone Santamaria*)
- [2] “How does inter-firm structure impact creativity-rationalization tensions in creative industries?”

---

## CONFERENCE & SEMINAR PRESENTATIONS

- [1] “The Data-Driven Revolution in Soccer: Lessons for Strategic Management”
  - Oct 2024 (Scheduled): SMS Conference, Istanbul, Turkey
  - Jul 2024 (Scheduled): SMS Paper Development Workshop, Seoul, South Korea
  - Apr 2024: Asian Management Research Consortium, Singapore

---

## TEACHING EXPERIENCE

- |   |      |
|---|------|
| [1] BME 5102: Winning Strategy in Asia, NUS Business School         |      |
| • Teaching Assistant (EMBA module)                                  | 2024 |
| [2] BME 5054: Strategy (EMBA), NUS Business School                  |      |
| • Teaching Assistant (EMBA module)                                  | 2024 |
| [3] BMS 5124S: Entrepreneurial Management, NUS Business School      |      |
| • Teaching Assistant (MSc in Venture Creation module)               | 2024 |
| [4] BSN 3703: Entrepreneurial Management, NUS Business School       |      |
| • Teaching Assistant (Undergraduate Module)                         | 2023 |
| [5] OPIM 311: Supply Chain Management                               |      |
| • Teaching Assistant (Undergraduate Module)                         | 2018 |
| [6] OPIM 201: Operations Management, SMU Business School, Singapore |      |
| • Teaching Assistant (Undergraduate Module)                         | 2017 |
| [7] MGMT 003: Business Government and Society                       |      |
| • Teaching Assistant (Undergraduate Module)                         | 2016 |

---

## TEACHING CASES

- |   |      |
|---|------|
| [1] “Too Long for Comfort: Tackling Consultation Wait Time at a Hospital Emergency Department”                  | 2020 |
| Centre for Management Practice, Singapore Management University (with <i>Marcus ANG and Sean Shao Wei LAM</i> ) |      |
| [2] “Café Better field: Optimising Food Menu”   | 2018 |
| Centre for Management Practice, Singapore Management University (with <i>Marcus ANG</i> )                       |      |

---

## AWARDS

President's Graduate Fellowship, National University of Singapore	2022
---	------

---

## TECHNICAL SKILLS

STATA; Python (basic); Excel & VBA; JavaScript; ReactJS; Figma

## INDUSTRY EXPERIENCE

---

- |     |  |             |
|-----|--|-------------|
| [1] | Digital Product Manager, Standard Chartered Bank, Singapore                                | 2019 – 2022 |
| [2] | Freelance Consultant [Client Industry & Work Scope]  |             |
|     | • Crown Coffee Pte Ltd, Singapore [F&B Tech Startup – Financial model for series A raise]  | 2022        |
|     | • I.T.I. Corporation Pte Ltd, Singapore [Shipping Services – Business analysis & strategy] | 2021        |
|     | • KK Women & Children’s Hospital, Singapore [Healthcare – Queue improvement project]       | 2019        |
| [3] | International Graduate Intern, Standard Chartered Bank, Singapore                          | 2018        |
| [4] | Business Analyst Intern (Industry 4.0 research centre), McKinsey & Company, Singapore      | 2017        |