VU VRIJE UNIVERSITEIT AMSTERDAM

UNIVERSITEIT VAN AMSTERDAM

ERASMUS UNIVERSITEIT ROTTERDAM

business data science GRADUATE PROGRAM

tinbergen institute GRADUATE PROGRAM

Discover Your Path

Exploring Academic Careers in Business and Economics

Aisha
Econometrics

Finn
Marketing

Lara
Economics

Bas van der Klaauw
Economics

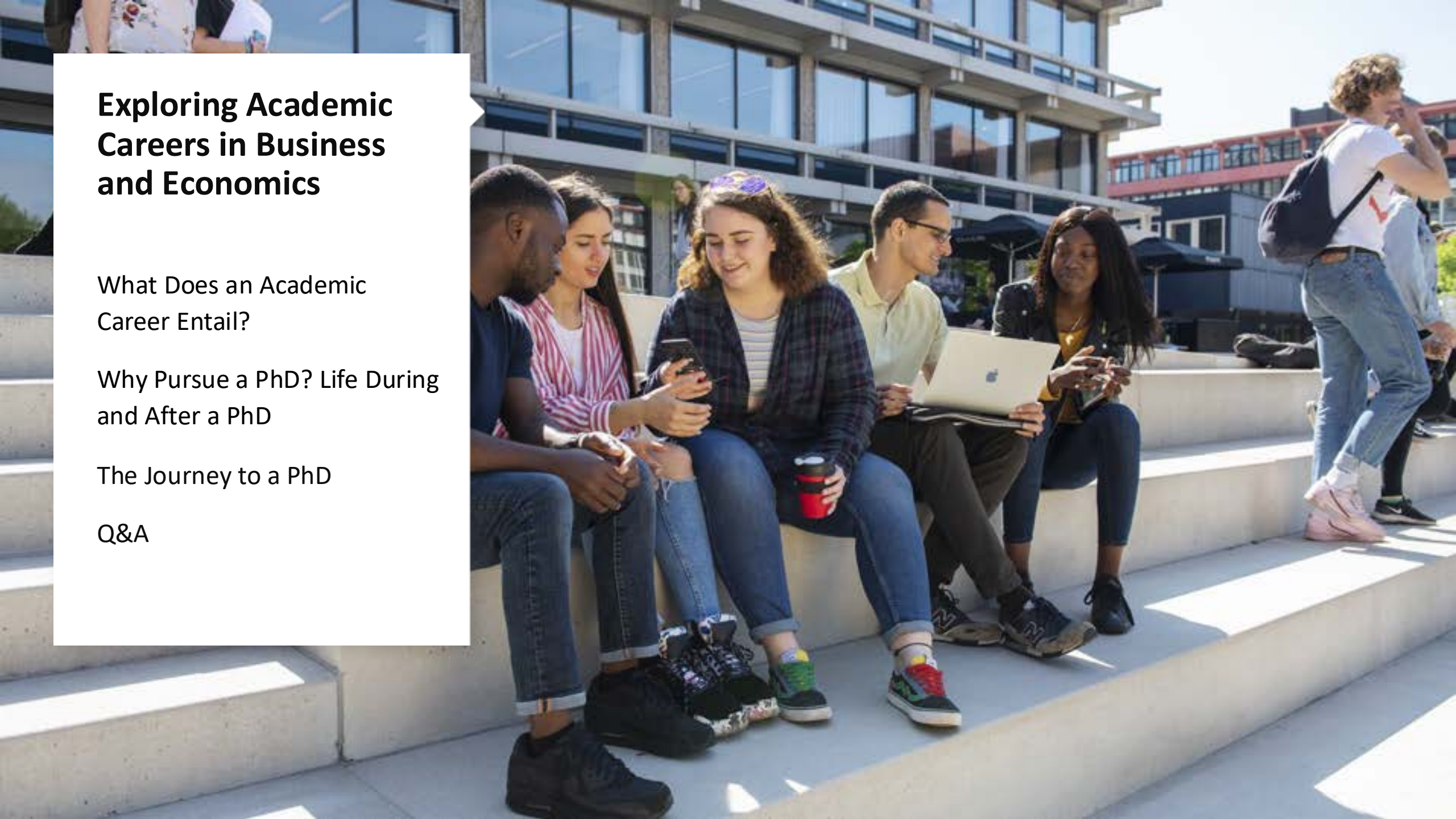
Exploring Academic Careers in Business and Economics

What Does an Academic Career Entail?

Why Pursue a PhD? Life During and After a PhD

The Journey to a PhD

Q&A



What Does an Academic Career Entail?

Research	Teaching	Service	Societal Impact
• Choose your topics. • Collaborate with stakeholders and academic peers. • Publish articles. • Present at conferences. • Secure research grants.	• Transfer knowledge. • Bring the latest insights into the classroom. • Develop courses. • Mentor students.	• Peer-review for journals. • Serve on editorial boards. • Participate in university governance and committees.	• Contribute to solving real-world problems. • Advice businesses and government agencies. • Start or collaborate in entrepreneurial ventures.

What Does an Academic Career Entail?

Why Pursue a PhD?

The Journey to a PhD

Why Pursue a PhD?

Life During and After the PhD

Hear the Experience of our PhD students and Faculty

- Their Motivation
- Their Daily Life
- Tips
- Their Research Projects
- Their Teaching
- Their Service

Aishameriane Schmidt
Econometrics

Finn-Ole Höner
Marketing

Lara Klein
Economics

Bas van der Klaauw
Economics

Research Master's Program

PhD Program

What Does an Academic Career Entail?

Why Pursue a PhD?

The Journey to a PhD

Aisha

Current role

- 4th year PhD Candidate in Econometrics | Erasmus Rotterdam + DNB
- Statistical Analyst | De Nederlandsche Bank

Past roles

- Research Master's Student | Tinbergen Institute
- MSc in Economics | BSc in Economics | BSc in Statistics
- Teaching Assistant | Tinbergen institute, UFSC, UDESC, UFRGS
- Research Assistant | Erasmus Rotterdam

Research projects & Interest

- Time Series | Machine Learning | Macroeconometrics
- *How do machine learning models compare to traditional econometric methods?*
  - 1st project: nowcasting with local linear forests
  - 2nd project: nowcasting with ML methods and mixed frequency data
  - 4th project: modeling a central bank behavior with ML
  - 3rd project: bayesian trees with heteroskedastic errors

Finn-Ole Höner

Current role

- 1st year Ph.D. Candidate in Marketing | Erasmus School of Economics

Past roles

- Research Master Business Data Science | Tinbergen Institute
- Data Science intern | Lidl, German Federal Bank
- M.Sc. Data Science in Business & Economics | University of Tübingen

Research projects & Interest

- Generative AI for market research & innovation
- 1st project on learning to generate product claims for specific preferences
- 2nd project on using LLMs to simulate survey responses for sensitive topics

Lara

Current role

- 2nd year PhD Candidate in Economics | VU Amsterdam

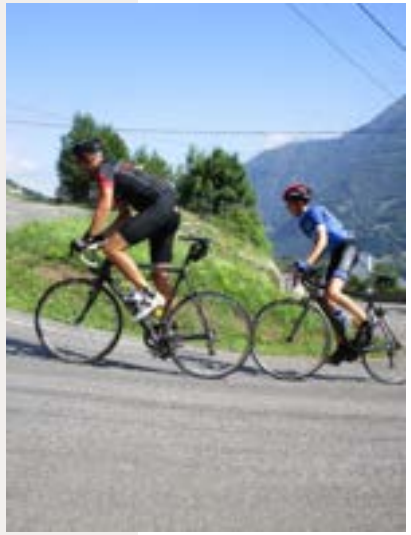
Past roles

- Research Master's Student | Tinbergen Institute
- Teaching assistant | Tinbergen Institute
- Various RA & TA positions | Goethe-University Frankfurt

Research projects & Interest

- Macroeconomics, labor economics, and inequality
- First project on the macroeconomic effects of changes in school duration
- Second project on how conflicts in wage bargaining can lead to inflation

Bas van der Klaauw



Current role

- Professor in Economics since 2009 | VU Amsterdam
- General Director since 2023 | Tinbergen Institute

Past role

- PhD in Labor Economics (unemployment policy) in 2000 | Tinbergen Institute
  (interesting period: new methods, more data, faster computers)

Research projects & Interest

- Empirics increased understanding about behavior => better policies
- Closer connection to policy makers => contribute to society
- Now also interested in education => school choice, intergenerational mobility
- Supervised about 20 PhD students => nice to work with smart and motivated people
- Give them the same support autonomy and responsibility that I got as PhD student
- Teaching => fun to transfer knowledge and shape new generations of scholars

The Journey to a PhD

Bachelor/Master's

- High GPA
- Intellectual curiosity
- Analytical mindset
- Creativity

Quantitative

Research Master's Programs (for students with a Bachelor or Master's degree)

- Economics, Econometrics, Finance: **Tinbergen Institute**
- Business (Accounting, Human Resources & Organization Behavior, Knowledge & Information Networks, Management & Strategy, Marketing, Finance, Operations Analytics, Innovation): **Business Data Science**

Qualitative

VU Pre-PhD Program (for students enrolled in a SBE VU Master's program only)

- Business (Accounting, Human Resources & Organization Behavior, Knowledge & Information networks, Management & Strategy, Marketing, Finance, Operations Analytics, Innovation): **Amsterdam Business Research Institute**

PhD Program

tinbergen institute GRADUATE PROGRAM | Erasmus VU

business data science GRADUATE PROGRAM | Erasmus VU

VU

Universiteit van Amsterdam

Erasmus Universiteit Rotterdam

Academia

Regulatory bodies (Central banks, EU institutions, Ministries)

Industry

What Does an Academic Career Entail?

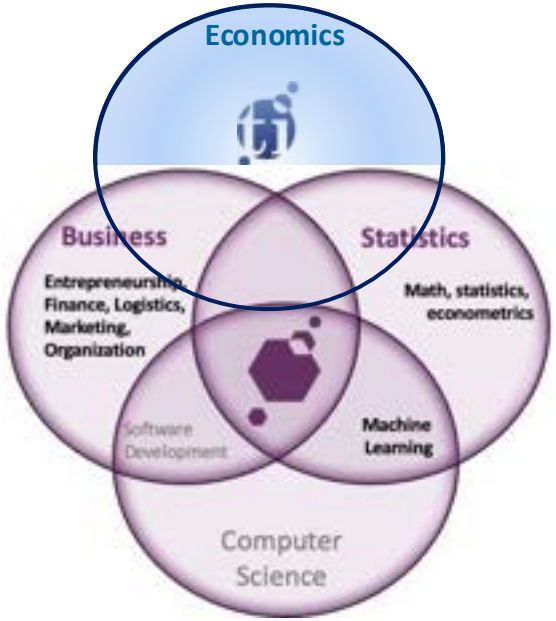
Why Pursue a PhD?

The Journey to a PhD

Quantitative PhD Trajectory

VU Research Master's Programs (for students with a Bachelor or Master's degree): 2 years – 120 ECs

- Higher Theoretical Level Than Traditional Master's Degree.
- Small Cohorts of Talented Students.
- Excellent Faculty.



PhD Program at VU, UvA, EUR

Academia

Regulatory bodies (Central banks, EU institutions, Ministries,…)

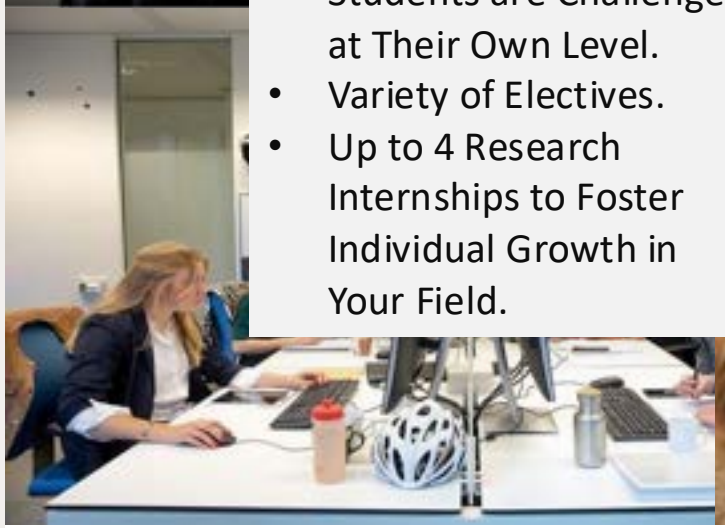
Industry (Banks, large companies with data science needs)

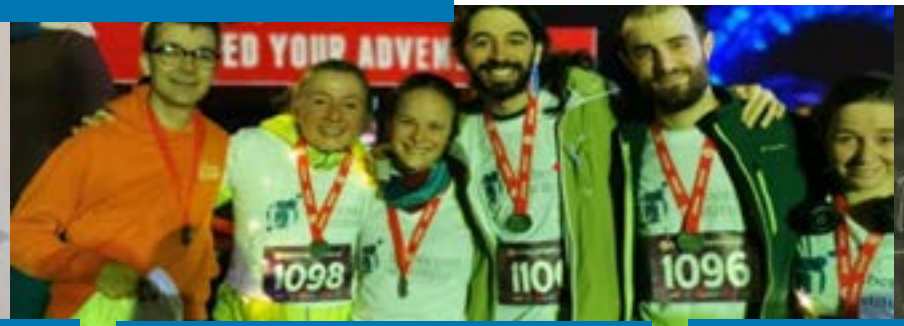
What Does an Academic Career Entail?

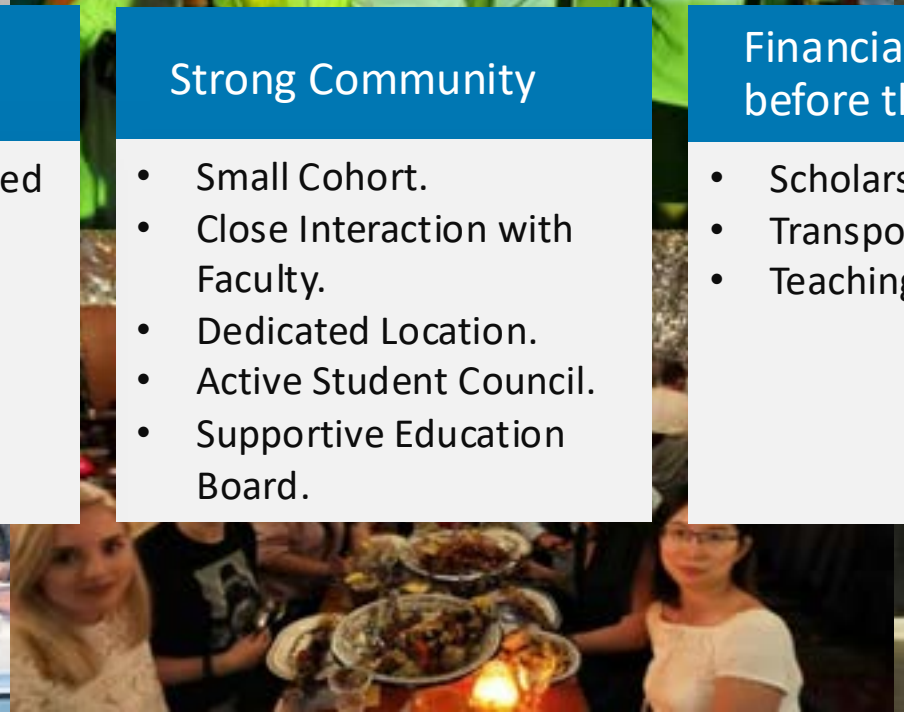
Why Pursue a PhD?

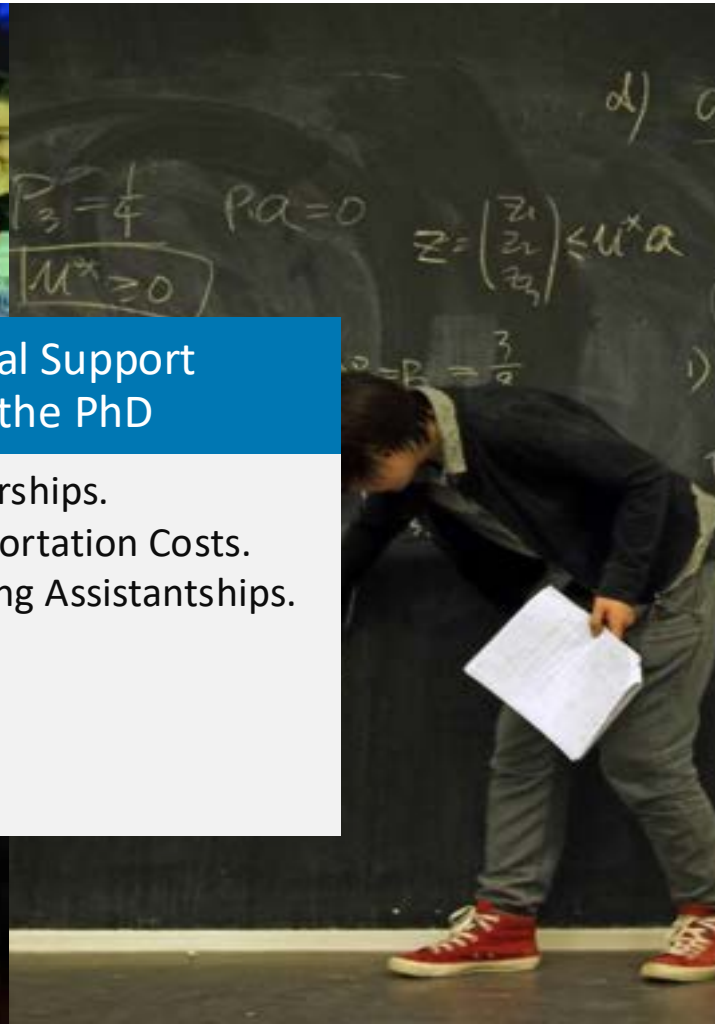
The Journey to a PhD

Tailored Support For Every Student's Journey









Tailored Curriculum

- Students are Challenged at Their Own Level.
- Variety of Electives.
- Up to 4 Research Internships to Foster Individual Growth in Your Field.

Strong Community

- Small Cohort.
- Close Interaction with Faculty.
- Dedicated Location.
- Active Student Council.
- Supportive Education Board.

Financial Support before the PhD

- Scholarships.
- Transportation Costs.
- Teaching Assistantships.

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Why Pursue a PhD?

The Journey to a PhD

Research Master's Programs Admissions

Requirements

Bachelor or Master's Degree
High GPA (> 7.5/10)
GMAT >700, GRE >160, TOEFL
(not for students with Dutch degrees)
Passion for Research

Deadlines

February 1; Rolling admission until June 15
If interested: email us for a site visit!
(talk to our students & DGS)

Sign-up for summer schools or individual courses

- Example Summer Schools: Foundation of Data Analysis & Machine Learning in Phyton, Deep Learning
- Example Core Courses: (Advanced) Machine Learning, Deep Learning, Reinforcement Learning, Natural Language Pr.
- Example Electives: Heuristic Optimization, Sustainable Finance, Marketing Science, AI@Work

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