

Factsheet SBE 2015-2020

Departments:

Economics,
Econometrics and Data Science
Finance
Spatial Economics
Accounting
Marketing
Knowledge, Information and Innovation
Operations Analytics
Management and Organisation
Ethics, Governance and Society

Research Institutes:

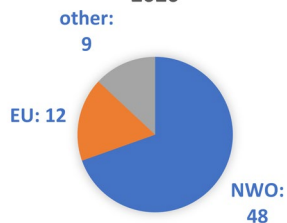
ABRI
Tinbergen Institute

Collaboration



Funding

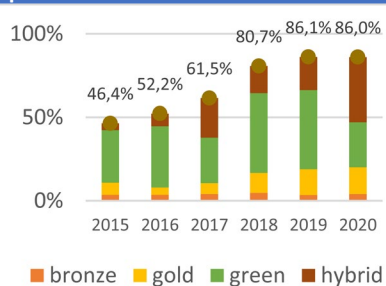
RELEVANT GRANTS 2015-2020



Research Staff (2020): 143,18 fte

Full professor: 20,32 fte
Associate professor: 22,37 fte
Assistant professor: 25,32 fte
Postdoc: 18,24 fte
PhD: 56,93 fte

Open access



Summary Self-Evaluation Research 2015-2020

Introduction

The Faculty of Economics and Social Sciences was founded in 1948 as part of the Vrije Universiteit Amsterdam. Over the years, an independent faculty for business and economics developed, adopting the name [School of Business and Economics](#) (SBE) in 2017 to reflect the school's internationalization and international reputation. SBE currently has over 6,000 students (bachelor, master's, and postgraduate) and 500 employees, including around 80 professors. SBE occupies seven modern, transparent floors of the main building of the Vrije Universiteit, on the edge of the Amsterdam Zuidas business district, close to Amsterdam Schiphol Airport.

Mission

The mission of School of Business and Economics is summarized as *Science with Purpose*. We believe in synergy between research, teaching and engagement with companies, governmental organizations and society at large. In line with our mission, we have a dual strategic aim to generate *scientific impact* and *societal impact* with research in economics, econometrics, finance and various domains in business and management. Our research addresses fundamental questions in relation to current phenomena, as exemplified in the case studies accompanying this self-evaluation, which address human decision making as revealed in game shows, individual job crafting in a team context, the use of smart incentives to address traffic problems such as congestion and the use of artificial intelligence in the workplace.

Research

We perform high quality empirical and theoretical research, and offer researchers autonomy and supportive communities to do so. We aim to publish in top journals that have the highest standards for rigor and novelty, and thereby seek to push the boundaries of our fields. Compared to the prior evaluation period, our number of top publications has more than doubled for business and nearly doubled for economics, and our publications are skewed towards the absolute top. These continuing upward trends are indicative of the quality and potential of our researchers. This is also evidenced by the range of researchers with editorial board or associate editor positions at top journals.

Societal Impact

To signal the importance of generating societal impact with research, we made it an explicit pillar in our career track.

CASE: AI@WORK

Artificial Intelligence (AI) is being rapidly introduced into the workplace, generating many questions on the consequences of AI for work and organizations. The AI@work programme of the KIN center for Digital Innovation (led by Marleen Huysman) has been internationally leading with studies of the actual development, implementation and use of AI in organizations. With this research AI@work researchers provide counterweight to the hyped expectations or doom scenarios that dominate the debate on AI at work, and offer in-depth empirical understanding in the dynamics at place when applying AI technologies in practice.

AI@work emerged out of the three SBE-funded PhD projects as part of the ABRI PhD program. These studies inspired an NWO Open Competition grant for investigating the impact of AI on knowledge work. With the help of this grant, AI@work currently involves 6 PhDs, 1 post-doc and 5 faculty working the research projects. So far, AI@work has already generated substantive scientific and societal impact. It is resulting in top academic publications and publications in application domains exemplifying the multidisciplinary nature and relevance of the research. Research findings have also resulted in a practitioner-oriented book on managing AI and engagement with organizations and practitioners.

Altmetric data indicates that our research is receiving greater attention, and SBE researchers are engaged in many structural collaborations with business and governmental organizations, for instance through funded PhD positions and memberships in influential advisory boards.

Diversity

To attract and nurture high quality researchers, we are open to diversity, and provide a stimulating and inclusive environment for everyone. Our recruitment has a strong international focus: more than 70% of faculty hired over the last three years is international. Our regulations seeking to redress the imbalance between female and male faculty have been effective, but more work is needed to continue this trend.

PhD programs

The research master's and PhD programs at ABRI and Tinbergen Institute are high quality: the majority of PhDs go on to obtain positions in academia, often at top universities. This reinforces our international networks and scientific impact, and makes SBE attractive to new PhDs.

Funding

SBE researchers have successfully acquired a great deal of external funding, and have done very well when it comes to securing prestigious NWO grants. The ongoing professionalization of our Research Office and Engagement Office will facilitate further acquisition of national and European research grants and contract research.

Open Science

SBE is well ahead in open science. For journal publications with SBE corresponding authors we are very close to achieving our goal of 100% open access availability. SBE researchers are pioneering open research practices in the fields of business and economics, for instance by building open data platforms, working to further implement research data management, providing the basis for making data FAIR and contributing to the quality and speed of research.