



# USE YOUR ANALYTICAL SKILLS TO TACKLE REAL-WORLD PROBLEMS

**Are you majoring in mathematics, computer science, economics, or a similar field? Use your training for a rigorous and fulfilling career with a PhD in business administration.**

## **BENEFITS OF LIFE AS A BUSINESS PROFESSOR AND RESEARCHER**

### **INTELLECTUAL**

Use your quantitative and analytical skills by conducting original research on topics with practical implications.

### **CULTURAL**

You'll have unique opportunities to travel the world and collaborate with diverse groups of peers.

### **ECONOMIC**

B-school professors are among the highest paid in academia. Our graduates often turn down jobs from top companies, including Amazon and Adobe, for lucrative academic positions.

## **THE SIMON SCHOOL DIFFERENCE**

Simon Business School PhD graduates are among the best-trained, most sought-after in their fields and are known for their strong analytical skills and research performance.

## **WORLD-CLASS FACULTY**

Our faculty are known for excellence in research, instruction, and innovation. They'll work with you to build a strong foundation in mathematics, economics, data science, and statistics; dive into your chosen discipline; and prepare you for a career in research and teaching.

## **OUTSTANDING PLACEMENT**

Most of our graduates are employed before they defend their dissertations. Over 90 percent of these placements are in academic positions. Recent placements include: MIT, NYU, UC Berkeley,

University of Virginia - Darden, Washington University in St. Louis, University of Washington, Boston University, UT Dallas, and Penn State.

## **GENEROUS FINANCIAL AID**

Admitted PhD students qualify for full-tuition scholarship and an annual fellowship of \$33,000, plus student health insurance for five years. Students also get a research budget and dedicated PhD spaces including recently renovated offices and a computer lab.



**I never considered a business PhD, but checking out the Simon program was the best decision of my life.**

—Ruiqi Wu, PhD Entering Class of 2017

# SIMON: FIVE FIELDS OF EXCELLENCE

PhD in Business Administration | Rigorous and Rewarding.

## ACCOUNTING

Our accounting PhD program has a long, distinguished history of producing graduates who go on to become world-class scholars making significant contributions to the profession. One of the field's top academic journals, the *Journal of Accounting & Economics*, was founded and is co-edited at Simon. The school is also the birthplace of Positive Accounting Theory, which profoundly shaped the thinking and direction of the accounting field over the past decades. Our faculty has a wide range of expertise, from core accounting subjects to cutting-edge research that fuses accounting with new and emerging theories in financial economics.

Simon PhD students explore accounting from the perspective of an applied financial economist and learn how accounting is inextricably connected to areas such as the theory of the firm, corporate finance, the economics of regulation, and capital market efficiency. The accounting program is a close-knit community with faculty providing attentive mentoring and collaboration opportunities to students to prepare them for career success.

## OPERATIONS MANAGEMENT

Our operations management group works on leading-edge research topics influenced by recent changes in business. For example, we are currently focused on the operations of large-scale businesses such as Amazon, Google, Uber, and Airbnb, as well as hospitals and airports. These organizations manage traditional resources such as people, inventory, and equipment, along with new resources such as information, data, and technology in order to find efficient solutions to enhance performance.

Operations management research focuses on formulating the decision models for these challenges using the increasingly detailed data becoming available, and on developing the new techniques required to analyze these models. In courses and during collaborative research projects with faculty, students prepare for successful academic careers by learning operations theories, relevant research methods, and how to build realistic models and develop new theory.

## MARKETING

The Marketing area focuses on producing outstanding quantitative marketing scholars. Our students learn a deep skill set including economics, econometrics, statistics, machine learning, and causal inference. These skills allow our students to answer substantive questions about the demand and supply of products and services in the market by applying cutting-edge empirical approaches (or developing new ones).

Faculty engage with PhD students in a close mentoring relationship that allows students to develop both the technical and independent research skills needed for a successful academic career. Our students work on problems of managerial relevance, often partnering with leading tech, retailing, or branding companies to obtain unique data. Recent research by our faculty and PhD students covers a range of marketing decisions including pricing, product innovation, retailing, competition, and customer segmentation.

## INFORMATION SYSTEMS

Information systems concerns the scientific knowledge and managerial insights relating to the impact of information technology on individuals, organizations, and society. The program's objective is to train the next generation of leading scholars who can advance our knowledge on information systems through rigorous and relevant research. Students undergo training in economics, econometric analyses, mathematical modeling, and machine learning.

The program is supervised by world-class scholars who conduct research in areas such as business analytics, economics of digital products and digital marketplaces, social media, and health-care IT. Faculty members work closely with PhD students, often involving them in research projects early in the program. In the program's later stages, students typically lead research projects toward presentation in academic conferences and publication in top journals.

## FINANCE

Simon has a long history of developing first-rate finance scholars and is home to one of the profession's top journals, the *Journal of Financial Economics*. The diverse set of faculty, a close mentorship program, extensive access to data, and a broad offering of specialized courses and workshops help our PhD students reach the frontier of modern finance, develop ideas, and become sophisticated consumers and producers of academic research. Our ultimate objective is to empower students to produce novel research in the finance field and to secure top academic jobs.



Small class sizes allow for close mentoring with Simon's world-class faculty. You'll learn how to develop innovative research that launches your academic career.

— Professor Ron Goettler,  
Senior Associate Dean of Faculty  
and Research, James N. Doyle,  
Sr. Professor of Entrepreneurship

## SEE YOURSELF AT SIMON

Learn more and apply by contacting the PhD Program Office.

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simon.rochester.edu/phd



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BUSINESS SCHOOL  
UNIVERSITY OF ROCHESTER