



# USE YOUR ANALYTICAL SKILLS TO TACKLE REAL-WORLD PROBLEMS

**Use your education, training, and analytical skills to unlock 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 85 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 receive a full-tuition scholarship, annual fellowship, and student health insurance for 5 years. PhD students are also provided with a research budget and exclusive PhD workspaces, including offices and a dedicated computer lab.



**I chose Simon for its prestigious reputation, distinguished faculty, and emphasis on cutting-edge research.**

—Adam Li, PhD Entering Class of 2023

## SIMON: FIVE FIELDS OF EXCELLENCE

### 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 conducts research on cutting-edge topics shaped by recent business trends. We focus on the operations of large-scale enterprises such as Amazon, Google, Uber, and Airbnb, as well as critical service sectors like hospitals and airports. These organizations must manage both traditional resources—such as personnel, inventory, and equipment—and modern assets, including information, data, and technology. Our research aims to identify efficient solutions that enhance operational performance in these dynamic environments.

Our research focuses on developing decision-making models to address these challenges, leveraging increasingly detailed datasets. We also design new analytical techniques to solve these models effectively. Through coursework and collaborative research with faculty, students gain a deep understanding of operations theory, research methods, and model-building processes—preparing them for successful academic careers and the advancement of new theory.

## PhD in Business Administration | Rigorous and Rewarding.

### 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 marketing and policy questions by applying cutting-edge empirical approaches (or developing new approaches).

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 topics, including pricing, advertising, innovation, competition, and sustainability.

### INFORMATION SYSTEMS AND TECHNOLOGY

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. Top faculty with expertise in a wide range of areas, 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 Christian Opp  
Professor of Finance, PhD Faculty  
Director

## SEE YOURSELF AT SIMON

Learn more and apply by contacting the PhD Program Office.

[phdoffice@simon.rochester.edu](mailto:phdoffice@simon.rochester.edu)  
[simon.rochester.edu/phd](http://simon.rochester.edu/phd)



Applications open in September. Use the QR code to apply for a fee waiver.