Carla Schmitt

PhD Candidate in Strategy @ Maastricht University

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EDUCATION

since 2020 — **PhD Candidate in Strategy**, Maastricht University, Netherlands
Major: Strategy, Data Science and Causal Inference
Working Paper and Projects:
- **Causal Machine Learning and Business Decision-Making** (with Paul Hünermund and Jermain Kaminski) (link)
- The Theory Behind Business Experimentation
- Causal Data Science Meeting (organizing team) (causalscience.org)

2018-2020 — **MSc in Business Research**, Maastricht University, Netherlands (graduated cum laude)
Major: Strategy and Innovation
- International Competitive Analysis and Strategy
- Data Analytics in Practice
- Advanced Research in Organizations and Strategy
- Research Assistant, Department of Organizations, Strategy and Entrepreneurship
- Academic Tutor for management, strategy, and supply chain management

Thesis: The Difference Between Seeing and Doing - Causal Inference in Management

2013-2017 — **BSc in Economics and Business Economics**, Maastricht University, Netherlands (graduated cum laude)
Major: International Business Economics

2016 — **Exchange Student**, Universidad del Pacífico, Peru

INDUSTRY EXPERIENCE

2018 — **Intern, Department of Strategy Transformation and Market Analysis**, Deutsche Telekom GmbH

2017- 2018 — **Intern, Product Management Team**, Ligatus GmbH - Programmatic Native Advertising Solutions

SKILLS

- Languages: English (fully proficient), German (native), Spanish (intermediate), Dutch (basic)
- Data Analysis in R
- Full Microsoft Office Suite

HONORS AND AWARDS

2021 — Master Student Prize (top 9 master theses at Maastricht University)
2020 — Graduated top of the program MSc Business Research
2014 — Honors program: Maastricht Research-Based Learning for Excellence (MaRBLe)

APPLICATION: Doctoral Student Workshop on Economics of Artificial Intelligence 2021

My interest in the economics of artificial intelligence (AI) lies in the human—machine interaction and how AI technologies can improve and potentially optimize decision-making. I am particularly interested in the emerging literature on causality in AI. Viewing causal knowledge as a central component of human cognition, I believe integrating causal inference into AI systems holds tremendous potential for optimized decisions and might raise important implications for novel types of human-machine interaction and the automation-augmentation paradox.

I come from a strategy and innovation background, so in my first PhD project with co-authors, we investigated the role of causal machine learning for strategic decision-making in management. We delineate causality as a critical boundary condition for the application of machine learning in a business analytical context. Our findings hold important implications for the role of human experts in providing crucial ex-ante domain knowledge to the task of causal inference in organizations.

Going forward I am interested in extending my research in this field. I would like to study how firms implement AI technologies, such as experimental or observational causal methods, into different decision-making processes to derive optimal human—machine integration. Beyond that I am interested in quantitative studies on the effect of causal AI on decision performance in various practical contexts and how causal methods might remove critical biases in decision systems to make them fairer and more understandable. Though my research focus lies in the field of strategic management and data science, I see these ideas also extending to broader economic and philosophy of science contexts, which I am eager to explore.

To that end, I believe that attending this workshop and the Economics of AI Conference will provide me with further inspiration, guidance, and a network to pursue my research interest on topics related to the economics of AI.