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July 17th, 2023

Application for the NBER Digital Economics and AI Tutorial

Dear Members of the NBER Digital Economics and AI Tutorial Selection Committee,

I hope this letter finds you well.

As a management economics scholar interested in the intersection of organizations, digitalization, and AI, I am applying to attend the NBER Digital Economics and AI Tutorial on September 21 in Toronto, Canada.

My name is Konstantin Scheuermann, and I am currently a Ph.D. student in the Strategy and Entrepreneurship Department at the UCL School of Management. I am also a visiting researcher at the Stanford Center for Philanthropy and Civil Society and a visiting Ph.D. student at the London Business School. Before my doctoral studies, I worked as a predoctoral researcher at the Leibniz Center for European Economic Research (ZEW) and the United Nations University – Merit. As of September 2023, I will have **completed two years of graduate coursework** and will be in my **third year of enrolment.**

The UCL School of Management Ph.D. program trains scholars who wish to pursue careers in academic and research institutions. The program emphasizes rigorous training in research methods and theory and typically consists of six years of full-time study, starting with coursework. These advanced postgraduate modules provide rigorous methodological training to prepare students for their Ph.D. research. Along with the School's courses, students typically take some from other UCL departments and the London Business School.

I am part of the Strategy and Entrepreneurship research group, which seeks to understand what makes firms successful, how they navigate complex and dynamic environments, and what leads to business formation and growth. We focus our inquiries on various topics, including **digitization, AI, big data analytics, machine learning, information environments, and platform ecosystems.**

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My research interests lie at the intersection of organizations, digitalization, and AI. Specifically, I am invested in understanding the **ascendants and consequences of practice and technology adoption in organizations**, exploring what drives organizations to adopt or resist **digital tools and management practices,** and assessing their impact on performance and productivity outcomes.

My ongoing research collaborations attest to these interests. In joint work with Angela Aristidou (UCL School of Management and Stanford University, CASBS), we examine the use of data-driven decision-making in cross-sector partnerships and community service organizations. We are currently designing a field experiment that introduces a data analytics tool into a management software system used by over 20 000 organizations. Our work could enhance the efficacy of data-driven decision-making within these organizational forms.

In another collaboration with Daniela Scur and Sarah Wolfolds, both from Cornell University, we are studying the effects of geographical proximity to universities and infrastructure on an organization's adoption of superior management practices. Our study, encompassing 15,000 manufacturing plants across 35 countries, suggests that firms closer to universities are more likely to adopt superior management practices. Interestingly, we have observed that the significance of this proximity decreases in regions with robust physical and digital infrastructure. Our preliminary findings highlight the significant role of physical and digital infrastructure, which could have widespread implications for regional development policies.

Lastly, in collaboration with Angela Aristidou (UCL School of Management and Stanford University, CASBS) and Patricia Bromley (Stanford University), we are engaged in a theoretical exploration of the role of AI in group decision-making processes.

Given the alignment of my research with the key themes of the NBER Digital Economics and AI Tutorial, my participation will enhance my understanding and fuel my research and enable me to contribute to the discussions during the event.

Thank you for considering my application. I look forward to the possibility of participating in this event.

Sincere regards,



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