

# Beyers Louw

## Postdoctoral Researcher

Department of Innovation Management and Strategy  
Faculty of Economics and Business  
University of Groningen

**Address:** Nettelbosje 2, Groningen, 9747 AJ Groningen

**Nationality:** South African

**Languages:** English, Afrikaans, Dutch

**Email:** [beyerslouw@outlook.com](mailto:beyerslouw@outlook.com)

**Website:** [www.beyerslouw.com](http://www.beyerslouw.com)

## Academic Employment

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- **Postdoctoral Researcher** Sept 2023 - Present

Department of Innovation Management & Strategy  
Faculty of Economics and Business  
University of Groningen

**Project Research:** Development of a strategic decision-making model that helps firms adopt technologies in collaboration with eight companies. Solidarity Project. Aim: *Strategy Science*.

**Teaching:** Completing the UTQ Qualification between February 2024 and June 2024

## Education

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- **Ph.D. (Plan to defend in early 2024)** Sept 2019 - Aug 2023

Department of Organization, Strategy and Entrepreneurship  
School of Business and Economics  
Maastricht University

**Dissertation:** "Essays in Innovation and Causal Inference"

**First Promotor:** Prof. Gerard Pfann (Maastricht University)

**Second Promotor:** Prof. Martin Carree (Maastricht University)

**Supervisor:** Prof. Paul Hünermund (Copenhagen Business School)

- **M.Sc. Economics** Aug 2016 - June 2018  
Gothenburg University, Gothenburg, Sweden

**Major:** Econometrics & Industrial Organization

**Thesis:** "The strategic communication of psychological similarity and its effect on economic partnership formation." Highest Grade.

- **M.Sc. Erasmus Exchange - Behavioural Economics** Aug 2017 - Dec 2017  
Norwegian School of Economics, Bergen, Norway

- **B.Sc. Economics** Jan 2012 - June 2016  
Stellenbosch University, Stellenbosch, South Africa

## Teaching

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- **Data Analytics**, Maastricht University 2020 - 2023

Taught Data Analytics, a mandatory course for all students starting the MSc International Business Program. Taught in four periods of +/-60 students in each period. Curriculum includes Multiple Regression, Structural Equation Modelling, Data Merging, Multilevel Modeling and causal research designs in the R programming language.

**Average Rating:** 9.4/10

- **Industrial Organization**, Maastricht University 2019

Taught Industrial Organization, a mandatory course for students in their second year of the BSc in International Business Program with a specialization in Economics

**Rating:** 8/10

- **Master Thesis Supervision:**, Maastricht University 2019 - 2023  
Sophia Müller (2022), Ayleen Kurten (2022), Max Hohn (2021) and Noah Moonen (2021)

## Publications and Works-in-progress

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### Accepted Journal Articles

1. Hünermund, P. & Louw, B. (2023) "On the Nuisance of Control Variables in Causal Regression Analysis." *Organizational Research Methods* (forthcoming).
2. Hünermund, P., Louw, B. & Caspi, I. (2023) "Double Machine Learning and Automated Confounder Selection: A Cautionary Tale" *Journal of Causal Inference*, 11, (1), 20220078.

### Working Papers

1. Louw, B. "An Integrated Multi-Decision-maker Framework for Firm-level Strategic Decisions." Data Collection.
2. Louw, B. "Researcher Influence in Algorithmic Choice." Finishing Draft.
3. Louw, B. & Hünermund, P. "Is Knowledge Diffusion Really Slowing Down? Exploring Determinants of Highly Diffused Innovations." Finishing Draft.
4. Hünermund, P., Louw, B. & Rönkkö, I. "On the Choice of Control Variables in Causal Research Designs." Revise and Resubmit at *Leadership Quarterly*.

### Conference Papers

1. Hünermund, P., Louw, B. & Rönkkö, I. "The Choice of Control Variables: How Causal Graphs Can Inform the Decision." In: *Academy of Management Annual Meeting*, **Best Paper**, 2022.
2. Hünermund, P., Louw, B. & Caspi, I. "Double Machine Learning and Automated Confounder Selection: A Cautionary Tale." In: *Academy of Management Annual Meeting*, 2022.

## Seminars and Workshops

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### Invited Seminars

1. "Double Machine Learning and Automated Confounder Selection: A Cautionary Tale" Invited Seminar at **Booking.com**. September 4, 2021. Amsterdam.

## Workshops

1. **AOM Annual Meeting TIM PhD Workshop.** Submitted Abstract: “A Study in the Measure and Drivers of Knowledge Diffusion” August 5, 2022. Seattle.
2. **AOM AMR & AMD Paper Development Workshop.** Submitted Abstract: “Using Artificial Intelligence for Theory Creation” July 4-5, 2022. Warsaw University, Warsaw.
3. **AOM TIM Paper Development Workshop.** Submitted Abstract: “A Study in the Measure and Drivers of Knowledge Diffusion” March 4, 2021. University of Amsterdam.
4. “A Study in the Measure and Drivers of Knowledge Diffusion”. Accepted Presentation at the **ZEW Mannheim PhD Workshop.** December 10-11, 2020. Barcelona.
5. **Economics of Artificial Intelligence.** NBER PhD Workshop. Accepted to attend conference after the workshop. September 24-25, 2020. University of Toronto.

## Summer Schools

1. **Oxford Economics Summer School.** Treatment Effects and Machine Learning. September 12-16th, 2022. Oxford University.
2. “*A Study in the Measure and Drivers of Knowledge Diffusion*”. Accepted Presentation at the **Summer School for Data and Algorithms.** September 2020. KU Leuven.

## Conference Organization

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### Causal Data Science Meeting (2020-Present)

Part of the organizing team for the annual virtual conference on data science and causal inference. The conference brings together researchers and professionals from academia and industry. The conference attracted more than 900 online attendees. Keynote speakers included Guido Imbens (Nobel Prize recipient) & Judea Pearl (Alan Turing Award recipient). Website: <https://www.causalscience.org>

## Reviewed Articles for

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Journal of Economic Behavior and Organization, Academy of Management

## Academic Service

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- PhD Representative - School of Business and Economics, Maastricht University (2021-2023)
- PhD Representative - Department of Organization, Strategy & Entrepreneurship (2020-2023)
- PhD Brown Bag Organization Committee for School of Business and Economics (2019-2023)
- Head of Public Relations, Society of International Affairs Gothenburg University (2016-2018)
- Program Manager, Engineers Without Borders, Stellenbosch University (2014-2016)
- Program Manager, Stellenbosch University Investment Society (2014-2016)

## Awards and Honors

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- **Swedish Institute Study Scholarship**, Swedish Institute 2016 - 2018  
Full tuition and living expense scholarship for two years (2000+ Applicants)
- **Adleberg Scholarship**, University of Gothenburg 2017  
Scholarship for select International Students at University of Gothenburg

## References

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- Prof. Paul Hünermund  
Assistant Professor  
Department of Strategy and Innovation  
Copenhagen Business School  
E-mail: [phu.si@cbs.dk](mailto:phu.si@cbs.dk)
- Prof. Gerard Pfann  
Professor of Econometrics  
Department of Organisation, Strategy and Entrepreneurship  
School of Business and Economics  
Maastricht University  
E-mail: [pfann@maastrichtuniversity.nl](mailto:pfann@maastrichtuniversity.nl)
- Prof. Jermain Kaminski  
Assistant Professor  
Department of Organisation, Strategy and Entrepreneurship  
School of Business and Economics  
Maastricht University  
E-mail: [j.kaminski@maastrichtuniversity.nl](mailto:j.kaminski@maastrichtuniversity.nl)