

# Beyers Louw

## Postdoctoral Researcher

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

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## 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 and TNO.

**University Teaching Qualification:** Final Assessment on June 18th 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 Applied 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
- **M.Sc. Erasmus Exchange - Behavioural Economics** Aug 2017 - Dec 2017  
Norwegian School of Economics, Bergen, Norway
- **M.Sc. Exchange - Economics** Jan 2017 - April 2017  
Lund University, Lund, Sweden
- **B.Sc. Economics** Jan 2012 - June 2016  
Stellenbosch University, Stellenbosch, South Africa

## Teaching

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- **Innovation Management in Multinationals**, University of Groningen 2024

A project-based course in which students take the role of an executive board when a firm introduces a new innovation to the market. It simulates a real-world scenario and develops the strategy development skills of students.

- **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/University of Groningen 2020 - 2024

- **Bachelor Thesis Supervision:** Maastricht University 2019

## 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*. <https://doi.org/10.1177/10944281231219274>.
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. "Group Decision-making in the Face of Grand Challenges." 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.

### 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.

## Invited Seminars

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

## Summer Schools and PhD Workshhops

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1. **Oxford Economics Summer School**. Treatment Effects and Machine Learning. September 12-16th, 2022. Oxford University.
2. **Economics of Artificial Intelligence**. NBER PhD Workshop. Accepted to attend conference after the workshop. September 24-25, 2020. University of Toronto.
3. *"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, Political Analysis, Journal of the Royal Statistical Society, 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