Life as a PhD - Some good advice and how to avoid pitfalls

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Life as a PhD
- Some good advice and how to avoid pitfalls

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DTU PhD Association
Don’t do it just for the money

"Academic" Salaries
Actual average and median salaries at U.S. Doctoral-granting Universities

Notes: Administrator figures are medians salaries, the rest are averages. All figures in 2008 dollars. Sources: College and University Professional Association for Human Resources 2005 Survey; American Association of University Professors 2007 Survey; The Chronicle of Higher Education 2001 Survey of Graduate Assistants; USA Today Survey of Div. I-A College Football Coaches Compensation 2007.
Avoid pitfalls such as decreasing ambitions

Point: Manage your ambition and make a master plan and a time table that will help you set milestone for every 6 months
After 3 months:  
Master plan for the next 3 years

<table>
<thead>
<tr>
<th>Research period: 2009-2012</th>
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<tbody>
<tr>
<td><strong>Phase 1:</strong></td>
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<tr>
<td>1. Survey of literature in the research area of Strategic Management, Innovations studies, Technology</td>
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<td>2. Finding the key challenges and literature gap</td>
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<td>3. Refining research questions - subquestions</td>
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<td><strong>Phase 2:</strong></td>
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<td>4. Selecting case studies: data gathering</td>
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<td>5. Empirical: interviews</td>
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<td>6. Refining methods</td>
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<td><strong>Phase 3:</strong></td>
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<td>7. Analysis</td>
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<td><strong>Phase 4:</strong></td>
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<td>8. Discussion, conclusion on novelty, summary, market formation, European RDD&amp;D strategies</td>
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</tbody>
</table>

Tentative list of Planned articles to be written (Conference presentations):

1. Article or conference presentations (full paper presentation ACDD April 2010-done) |
3. Article - case studies |
4. Articles - New perspectives

List of PhD courses:

1. Foresight - Beyond business as usual (Manchester) (2,5 ECTS) |
2. Strategic Management Research (CBS) (3 ECTS) |
3. Foresight and Roadmapping DTU (5 ECTS) |
4. DTU Management Intro (DTU) (2,5 ECTS) |
5. Forskningens objekter og metoder i design og innovation – DTU (7 ECTS) |
6. Getting your Research into Journals (CBS-DRUID) (1 ECTS) |
7. Augustin-Cournot Doctorial Days (7th) 2010 |
8. Informetrics, Quantitative Research Methods, Umeå University June 14-18, 2010 (5 ECTS) |
9. The Dynamic of Capitalism, Shumpeter, Innovation, Institutions (CBS apr-11)

Teaching:

1. Foresight and Roadmapping at DTU |
2. Strategic Management (No timeschedule yet)
Novelty in research
Situation: someone already did it

Advice: Don’t panic! Read the full article – where does your research differ? (theory, perspective, methods, data) An opportunity to share knowledge with the other researcher. Research gaps?
Situation: a classic day of supervision

Advice: stay brave – take it as constructive critique and continue the good work.
Identity and Identification
Go-go Gadget arms

Technology & economic growth theory
Diffusion of technologies Innovation system
Commercialization Market creation
Innovation drivers & strategic management
EU roadmap - Emerging technologies

Teaching in Strategic Roadmap:
- PhD course
- Lead T-Specialist
- Supervisor
My research

Technological change within an innovations system perspective

1993-2006 CCS Innovations system – copyright Lykke Margot Ricard
Go abroad, share knowledge and gain new insight
Manage your ambition and finish in time

✓ After the first 3 months you should have a master plan for the next 3 years incl. a time table.

✓ What about 3 articles and a summary?

✓ After 1 year - Reflection on your PhD process. Skills and capability building – evaluation with Director of your PhD school.

✓ After 1 ½ you have a good sense of novelty that your research can bring and you should be busy writing and attend one or two conference or PhD schools.

✓ After 2 years – start preparing to finish in one year and strategically begin to plan your following career; funding for Post doc. or job in the private sector.

➢ It’ll keep your motivation high.