

This Strategy Flower is a visual representation of our Strategic Plan 2022-2027, titled 'Excellence in Economics for Society', for Erasmus School of Economics.

The Strategy Flower also serves as the cornerstone for the development of our annual plans and provides an overview of:

- **Who is it for:** our target groups
- **Our ambition:** What do we aim to achieve?
- **Our commitments:** What do we promise?
- **Our values:** Which values do we uphold in our work and collaborations?
- **Our strategic pillars:** How will we realize our ambition?
- **Our foundation:** What is the basis on which the implementation of our strategy is founded?

Research and education excellence, community engagement, quality, and impact are the cornerstones of our Strategy 2022-2027. We have created an overview of this strategy, outlining the objectives of our five strategic pillars:

- **Our education**
- **Our research**
- **Our employees**
- **Our partners, community, and societal impact**
- **Our business operations**

In alignment with and in support of Erasmus University Rotterdam Strategy, we pursue these objectives based on our foundation, values, and commitments.

For this academic year and subsequent years, we have identified and prioritized our ambitions, outlining our goals in annual plans.

Strategy Flower 2022-2027



Download the digital strategy flower at eur.nl/en/ese/about-us/our-school

Erasmus School of Economics Strategy 2027

Our Strategic Pillars

Who is it for?

Students & alumni, academic community, society.

Our Employees

- We are professionals who collaborate in diverse, inclusive, and cooperative teams.
- We connect with external developments and collaborate with partners in- and outside the School.
- Employees experience work happiness and feel part of the School's community.
- Academic and Professional Support Staff are partners in education and research.

Our Business Operations

- Our business operations facilitate education and research in a sustainable and excellent manner.
- We offer a professional, stimulating and modern working environment.
- Our policies, processes and systems are transparent, in order and coordinated.
- We use data as source to monitor, improve, and realise our strategic goals.

Our Commitments

Quality first – Integration excellent research with high quality education – Economic focus leading to academic and societal impact.

Our education is excellent, future-oriented, and constantly developing.

We have a strong national and international network.

We offer an inspiring research environment.

We encourage upcoming fields, such as AI and Data Science.

We encourage relevant interdisciplinary research and education.

Our research is firmly based in quantitative methods.

Our well-performing professional support staff is key to excellent education and research.

We are a diverse and inclusive community of students and staff.

Well-being and social safety of our staff and students is top of mind.

We are financially stable and in control.



Our Education

- We offer a vibrant, inclusive academic environment with engaged and committed students, staff and alumni.
- We provide high-quality programmes that link top research with practice and societal challenges.
- Our programmes are student-centered and apply innovative didactics.

Our Research

- Quality over quantity.
- Our relevant and fundamental research contributes to societal challenges and SDGs.
- We stimulate academic integrity, professionalism, freedom, team science, and open science.
- We are a stepping stone for PhDs and postdocs.

Our Partners, Community and Societal Impact

- We build and maintain a strong network with external partners to facilitate impact.
- We closely cooperate with ESE-affiliated companies.
- We provide academic life-long-learning programmes for alumni and other professionals.
- We offer a knowledge base that contributes to local community and beyond.

Our Values

Connecting – Entrepreneurial – (Socially) Committed – International – Cooperative – Inclusive and Open-minded

Our Foundation