

Enrique Dans, Ph.D., MBA

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Born in La Coruña, in May 14, 1965, [Enrique Dans](#) is one of the most prominent Spanish academics in the fields of technology adoption, entrepreneurship and innovation. He graduated with a Baccalaureate in Science at Universidade de Santiago de Compostela in 1989 and a Master in Business Administration (MBA) at IE Business School (1989-90), before joining IE Business School as an Assistant Professor in IS/IT in September 1990. In 1996, Enrique got a grant to pursue doctoral studies at the John E. Anderson Business School at University of California in Los Angeles (UCLA): he graduated with a Ph.D. in Management in year 2000, with a dissertation focused on the transition of newspapers from the paper to the screen and the measurable effects of IT adoption in small and medium enterprises.

Whilst at UCLA, Enrique worked as International Management Fellowship (IMF) Program Instructor. Once returned to Spain in 2000, [Enrique rejoined IE Business School](#) as a Full Professor and IS/IT Area Chair, and started a line of collaboration with Spanish newspapers and magazines on technology adoption, innovation, entrepreneurship and the effect of technology at the consumer, corporate and societal level of analysis. Enrique keeps a permanent presence in the Spanish media panorama, with a weekly column in the most prominent economic newspaper (Expansión) since 2001, and many articles and collaborations in other newspapers, magazines, radio and TV. He also advises online startups and consolidated companies as a consultant or a board member. The newspaper El Mundo has included him in the "Top 25 most influential people in Spain" on the Internet and Technology category every single year since 2006. Besides that, he is one of the highest ranked professors at IE Business School according to his student evaluations. He teaches several courses in the IS/IT and Entrepreneurship areas: "Information Systems and Innovation", "Technology immersion", "Digital

journalism", "CRM", "Social web", and "Managing the tech startup", with student evaluations consistently above 4 in a scale from 1 to 5.

In February 2003, Enrique started his personal blog, enriquedans.com, and he has been publishing regularly every single day since then, turning it into [the most influential technology blog in Spanish](#). In 2010, he published his book, "*Todo va a cambiar*" ("Everything is going to change") with a [foreword from Vinton Cerf](#), and became a best-seller in the management category in Spanish. He also published an online social edition of the book at todovaacambiar.com sponsored by two large companies, Banesto and El Corte Inglés, with the full text supplemented with links, pictures, videos and comments.

Enrique is married to Susana Alosete, a very well known [TV blogger](#) and social media professional. They have one daughter, Claudia, eighteen years old, also a [blogger](#), passionately geek, and in her first year studying Advertising.

Education

- Doctor (Ph.D.) in Management, specialized in Information Systems - [The John E. Anderson Graduate School of Management](#), University of California at Los Angeles ([UCLA](#))
- Postdoctoral studies - [Harvard Business School](#)
- MBA - [IE Business School](#), Madrid
- Baccalaureate in Science - [Universidade de Santiago de Compostela](#)

Academic honors and grants

- Accenture Research Grant, years 2003, 2004 and 2005
- CommerceOne – SAP Research Grant, year 2001
- Principal Investigator, European Commission, Information Societies Technology (IST) Program, e-Broker Project, years 2000 and 2001
- Byram Fellowship (UCLA), Summer 1999
- Graduate Division Fellowship (UCLA), 1999
- Cooper Fellowship (UCLA), Summer 1998
- Jan Roos Award (UCLA), years 1997, 1998 and 1999

Academic experience and service

- [Personal page at Academia.edu](#)
- [Personal page at Google Scholar](#)
- IS/IT Professor at [IE Business School](#) since September 1990
- IS/IT Area Chair at [IE Business School](#), June 2001 to January 2005
- International Management Fellowship (IMF) Program Instructor at [The John E. Anderson Graduate School of Management at UCLA](#), 1997-2000
- Member of the Editorial Board at [Harvard Deusto Marketing & Ventas](#)
- Member of the Editorial and Scientific Committee at [TELOS](#) journal
- Track Chair, [Business Association of Latin American Studies \(BALAS\) Annual Conference](#), Babson College, Wellesley, MA, 19 al 22 de Mayo de 2004
- Conference co-chair, *European Conference of IT Evaluation (ECITE)* 2003, Madrid
- Member of the Editorial Board for the *Electronic Journal for Business Research Methods (EJBRM)*
- Member of the Editorial Board at *Revista de Empresa* (Iberoamerican Academy of Management and Instituto de Empresa)
- Member of the Conference Committee for the *European Conference on IT Evaluation (ECITE)*
- Member of the Conference Committee for the *European Conference on Research Methodology for Business and Management Studies (ECRM)*
- Member of the Program Committee at *IFIP joint WG 8.2 and 9.4 Conference*, Athens, Greece, June 15-17, 2003
- Member of the Program Committee for the Project Management track at IRMA (*Information Resources Management Association*)
- Occasional reviewer for *Management Information Systems Quarterly (MISQ)*, *Journal of Business Strategies*, *Journal of Electronic Commerce Research*, *Quarterly Journal of Electronic Commerce*, *Journal of Information Technology Theory and Applications (JITTA)* y *Journal of Global Information Management*

Corporate experience

- Consultant and advisor in the IS/IT area since July 1992. Projects developed for Círculo de Progreso Universitario (IT implementation – 1992), Ibermática (design and migration of business software – 1993), Madrid local

administration (cash flow management – 1994), Parque de Atracciones de Madrid (financial valuation – 1994), Publicidad Gisbert (IT implementation – 1994), Barclays Bank (design, development and training of a mobile workforce – 1995), El Enebro (IS design, implementation and training – 1995), Orona (IS/IT design and evolution – 2006), Grupo USG People (activity redefinition y and business process re-engineering – 2010), and others.

- Expert witness in the case "Telecinco vs. Google", 2008
- Member of the Advisory Committee at [Fundación Hazloposible](#) (NGO)
- Board member at [Fundación Horizonte XXII de la Caja Rural de Ciudad Real](#) (NGO specialized in entrepreneurship)
- Member of [Saviálogos \(Banca Cívica\)](#)
- Board member at [Fundación Iniciador](#) (NGO specialized in entrepreneurship)
- Member of the Advisory Committee at [The Conference Board](#) (durante los años 2008/2009)
- Member of the Advisory Committee at [Agencia del Conocimiento y la Tecnología del Gobierno de La Rioja](#)
- Member of the Advisory Committee at the law firm [Cremades & Calvo-Sotelo](#)
- Committee member of the [Observatorio da Sociedade da Información e a Modernización de Galicia \(OSIMGA\)](#), depending on the [Secretaría Xeral de Modernización e Innovación Tecnolóxica](#) of the Galicia local government (March to May 2010)
- Founder of [Lonxanet.com](#)
- Member of the Advisory board at [Tractis](#)
- Member of the Advisory Board at [Social Media, S.L.](#)
- Shareholder and member of the Advisory Committee at [Weblogs, S.L.](#)
- Shareholder and member of the Advisory Committee at [Petuky.com](#)
- Shareholder and member of the Advisory Committee at [DoctorDoctor](#)
- Shareholder and member of the Advisory Committee at [Spotbros](#)
- Member of the International Advisory Committee at [Tecnalia](#)
- Member of the Strategic Advisory Board at [BigML](#)

Academic publications

- Dans, E.; "[Internet newspapers: are some more equal than others?](#)", *International Journal on Media Management*, 2, 1, 4-13, 2000, Taylor & Francis
- Swanson, E.B.; Dans, E.; "[System life expectancy and the maintenance effort: exploring their equilibration](#)" *Management Information Systems Quarterly (MISQ)*, 24, 2, 277-298, 2000
- Pauwels, K.; Dans, E.; "[Internet marketing the news: leveraging brand equity from marketplace to marketspace](#)", *Journal of Brand Management*, 8, 303-314, 2001, Henry Stewart Publications
- Dans, E.; "[IT investment in small and medium enterprises: paradoxically productive?](#)", *The Electronic Journal of Information Systems Evaluation*, 4, 1, 2001
- Dans, E.; "[Existing business models for auctions and their adaptation to electronic markets](#)", *Journal of Electronic Commerce Research*, 3, 2, 23-31, 2002, Citeseer
- Dans, E.; "[La empresa y la web 2.0](#)", *Harvard Deusto Marketing & Ventas*, 80, 36-43, 2007
- Dans, E.; "[Educación online: plataformas educativas y el dilema de la apertura](#)", *RUSC: Revista de Universidad y Sociedad del Conocimiento*, 6, 1, 2009
- Dans, E.; "[Sobre modas y realidades: CRM o el nuevo marketing digital](#)", *Información Comercial Española, ICE: Revista de economía*, 791, 55-62, 2001
- Dans, E.; "[Blogs y empresa. Una aproximación a la vanguardia de la blogosfera corporativa](#)", *Telos: Cuadernos de comunicación e innovación*, 65, 78-85, 2005
- Dans, E.; "[IT does matter](#)", *IE Business School Working Paper No. WPO3-15*, 2003, also published at [European Business Forum \(EBF\)](#), Issue 16, Winter 2003/4
- Dans, E.; Freire Botana, J.M.; "[IT as agent of social change: Lonxanet and the case of the galician artisanal fisheries](#)", 2002, *Association for Information Systems*
- Dans, E.; Allen, D.B.; "[B2B e-marketplaces: percepción de la propuesta de valor en un mercado incipiente](#)", *Economía industrial*, 340, 101-108, 2001

- Dans, E.; "[IT responsiveness in small and medium enterprises: it pays to be on top of IT](#)", *Proceedings of the VIII European Conference of IT Evaluation (ECITE)*, Oxford, 17-18 de Septiembre de 2001
- Dans, E.; "[El departamento de sistemas de información y su función corporativa: retos de futuro en investigación](#)", *Revista de Empresa*, 3, 2003
- Dans, E.; "[El márketing, la web social y las formas de tirar el dinero](#)", *Harvard Deusto Marketing y Ventas*, 112, 54-61, 2012, Ediciones Deusto
- Dans, E.; Allen, D.B.; "[B2B e-Marketplaces: What's in it for me?](#)", *Proceedings of the 9th European Conference on Information Technology Evaluation 2002*, 123, 2002, Academic Conferences Limited
- Dans, E.; Pauwels, K.; "[Internet Marketing the News: Same players, different playground](#)", *Proceedings of the European Marketing Academy Congress (EMAC)*, 2000
- Dans, E.; "[Amistades peligrosas entre operadoras y usuarios](#)", *Interactiva: Revista de la comunicación y el marketing digital*, 1, 64-65, 2009
- Dans, E.; "[Entre virus anda el juego](#)", *Estrategia*, 26, 73, 2012
- Dans, E.; "[De la paradoja de la productividad a la organización apalancada en tecnología](#)", *Revista de Empresa*, 9, 0, 2004
- Dans, E.; "[¿Automatizar la fuerza de ventas?](#)", *Harvard Deusto Marketing y Ventas*, 63, 38-47, 2004
- Dans, E.; "[Methodology and rigor: how 'false prophets' pushed firms to the dot.com cliff](#)", 2002, *Instituto de Empresa, Area of Economic Environment*
- Dans, E.; de Haro, G.; "[Casa del Libro: From 'DOT. COM' to 'DOT. COLD'](#)", *Journal of Internet Commerce*, 5, 2, 63-74, 2006, Taylor & Francis Group
- Dans, E.; "[Aplanados](#)", *Comunicaciones World*, 198, 46, 2005
- García-Allut, A.; Freire, J.; Dans, E.; "[Gestión de pesquerías, gestión de mercados: ¿Es el comercio electrónico una solución?](#)", 2001
- Dans, E.; "[¿Un futuro en metaverso? Second Life muestra, en parte, cómo puede ser la interfaz futura de internet](#)", *PC Actual*, 199, 22-25, 2007
- Dans, E.; "[Blogosfera: la jornada de un blogger](#)", *PC Actual*, 197, 28-29, 2007
- Dans, E.; "[Tecnología y empresa: una cuestión de actitudes](#)", *Capital Humano*, 201, 66-73, 2006
- Dans, E.; "[Nuevos perfiles de uso de las TIC: el cliente como protagonista](#)", *Economistas*, 27, 121, 134-138, 2009
- de la Torre Espejo, A.; Lara, T.; Dans, E.; Groom, J.; Lamb, B.; Piscitelli, A.G.; "[Cultura digital y prácticas creativas en educación](#)", *RUSC: Revista de Universidad y Sociedad del Conocimiento*, 6, 1, 2009

- Dans, E.; "[VÍdeo en Internet. El imparable éxito del vídeo](#)", *PC Actual*, 195, 30-32, 2007
- Dans, E.; "[Three essays on IT innovation and productivity](#)", 2000, University of California, Los Angeles
- Dans, E.; "[La franquicia enredada](#)", *Harvard-Deusto Marketing & Ventas*, 50, 46-50, 2002
- Dans, E.; "[Crowdsourcing: cuando ruge la marabunta](#)", *PC Actual, Personal Computer*, 189, 32-36, 2006
- Dans, E.; "[The Long Tail. El valor de muchos poquitos](#)", *PC Actual, Personal Computer*, 196, 30-32, 2007
- Dans, E.; "[Geoweb. La red sabe dónde estás](#)", *PC Actual, Personal Computer*, 203, 20-22, 2007
- Dans, E.; "[Educación, trolls y netiquette](#)", *PC Actual, Personal Computer*, 193, 26-28, 2007
- Dans, E.; "Los elementos comunes de los negocios 2.0", *PC Actual, Personal Computer*, 201, 22-24, 2007
- Dans, E.; "[Spam, conviviendo con la basura](#)", *PC Actual, Personal Computer*, 198, 24-27, 2007
- Dans, E.; "[La era de la globalización y de internet, la globalización en el siglo XXI: retos y dilemas](#)" "[La era de la globalización y de internet, la globalización en el siglo XXI: retos y dilemas](#)", 255-266, 2008, [Federación de Cajas de Ahorros Vasco-Navarras](#), 255-266, 2008, [Federación de Cajas de Ahorros Vasco-Navarras](#)
- Dans, E.; "[Todo va a cambiar: Tecnología y evolución: adaptarse o desaparecer](#)", 2010, Ed. Deusto
- Dans, E.; "[Todo va a cambiar: edición social](#)", social edition (supplemented with links, images, videos and comments) of the book "Todo va a cambiar".