

Enrique Dans, IE Business School



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Enrique Dans is professor of information technologies and systems at the Instituto de Empresa (IE) Business School in Spain. He is keen on trying out new gadgets. “My environment sparks my research, so I want to feel the way the new technology impacts me first,” he says. “I try to keep my research in close contact with reality. I hate ivory towers.”

Prof Dans’ interests include the new economy, the effects of technology on consumer behaviour and the consequences of new technological developments for businesses in general. He sees blogging as a new and important area to communicate academic ideas. He keeps up to date with the latest developments in information systems via several online newspapers and journals.

Prof Dans has a PhD in management, specialising in information systems, from the UCLA Anderson School of Management in the US. He also has an MBA from IE Business School.

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