

# Enrique Dans

Home: (91) 638 66 65

Work: (91) 568 96 00, Ext. 1200

Mobile: (646) 55 98 27

[Enrique.Dans@ie.edu](mailto:Enrique.Dans@ie.edu)

[http://www.ie.edu/Enrique\\_Dans/](http://www.ie.edu/Enrique_Dans/)

---

Enrique Dans is Professor of Information Systems at Instituto de Empresa, Madrid (Spain), where he currently serves as IS/IT Area Chair and Academic Director of the IT College. He received his Ph.D. from the Anderson School at UCLA, an MBA from Instituto de Empresa (Madrid, Spain) and a B.Sc. from Universidade de Santiago de Compostela. His research interests include the Internet and electronic commerce in a broad sense, dynamics of consumer and firms responses to electronic markets, application of IS/IT to small and medium enterprises, CRM and, from a methodology perspective, the application of multivariate methods to IS research. Professor Dans has been teaching and consulting in the IS field since 1990, and is a frequent contributor and columnist in the business and economic press in Spain and Latin America, where he writes about the Internet, new technologies and their applications.

## Education

- **Ph. D. in Management (Information Systems)**  
The John E. Anderson School of Management at UCLA, Los Angeles, CA (Jan. 2000)
- **Master in Business Administration (MBA)**  
Instituto de Empresa, Madrid, Spain (Jun. 1990)
- **Course on Participant - Centered Learning (CPCL)**  
Harvard Business School Boston, MA (Aug. 2001)
- **Licenciado en Ciencias Biológicas**  
Universidade de Santiago de Compostela (Jun. 1988)

## Academic and Professional Experience

- **Academic Director**, IT College at Instituto de Empresa (since Mar. 2002)
- **Information Systems Area Chair**, Instituto de Empresa (since Sep. 2001)
- **Full Professor**, Instituto de Empresa (since Jan. 2000)
- **IMF Instructor**, Spanish Track, CIBER (Center for International Business and Educational Research), The John E. Anderson School at UCLA (Sep. 1996 to Dec. 1999)
- **Research Assistant**, IS Department (Prof. E. Burton Swanson), The John E. Anderson School at UCLA (Sep. 1996 to Dec. 1999)
- **Associate Professor**, Instituto de Empresa (Sep. 1993 to Jan. 2000)
- **Assistant Professor**, Instituto de Empresa (Sep. 1990 to Sep. 1993)
- **Business Consultant**, Instituto de Empresa Management College. Projects for Barclays Bank, Consejería de Hacienda (Madrid Autonomous Government), Círculo de Progreso Universitario, Ibermática, El Enebro (family group, owner of Vega Sicilia, Eulen and other firms), Gisbert Advertising, Parque de Atracciones de Madrid and others (since Jul. 92)

## Professional Memberships

- Association for Information Systems (AIS)
- Association for Computing Machinery (ACM)
- Institute for Operations Research and Management Science (INFORMS)

## Papers Published

- Dans, E. “**Existing Business Models for Brokering and their Adaptation to Electronic Markets**”, *Journal of Electronic Commerce Research (JECR)*, Vol. 3, n. 2, 2002, pp. 23-31, Special Issue on “Exchange Relationships in the Digital Economy”
- Dans, E. y D. Allen, “**B2B eMarketplaces: What's in it for me?**” *Working Paper Series*, Instituto de Empresa
- Dans, E. y J. Freire, “**IT as an Agent of Social Change: Lonxanet and the Case of the Galician Artisanal Fisheries**”, *Working Paper Series*, Instituto de Empresa
- Dans, E. y D. Allen, “**Methodology and Rigor**”, submitted to “Issues and Opinions”, *Management Information Systems Quarterly (MISQ)*
- Dans, E. y D. Allen, “**B2B e-Marketplaces: Percepción de la Propuesta de Valor en un Mercado Incipiente**” *Economía Industrial*, n. 340, 2002.
- Dans, E. “**Sobre modas y realidades: CRM o el nuevo marketing digital**” *Información Comercial Española (ICE)*, special issue on “Nueva Economía y Empresa”, n. 791, Apr.-May 2001, pp. 55-62
- Núñez, L., L. Lisbona y E. Dans, “**Un análisis empírico de la eficiencia en precios del mercado electrónico frente al convencional: ¿Resulta más barato comprar por Internet?**” *Información Comercial Española (ICE)*, special issue on “Nueva Economía y Empresa”, n. 791, Apr.-May 2001, pp. 63-76
- Pauwels, K. and E. Dans, “**Internet Marketing the News: Leveraging Brand Equity from Marketplace to Marketspace**” *Journal of Brand Management*, Vol. 8, n. 4-5, pp. 303-314, May 2001
- Dans, E. “**IT Investment in Small and Medium Enterprises: Paradoxically Productive?**” *Electronic Journal of IS Evaluation*, Vol. 4, n. 1, Mar. 2001
- Swanson, E. B. and E. Dans, “**System Life Expectancy and the Maintenance Effort: Exploring their Equilibration**” *Management Information Systems Quarterly (MISQ)*, Vol. 4, n. 2, pp. 277-297, Jun. 2000
- Dans, E. “**Internet Newspapers: Are Some More Equal than Others?**” *Journal of Media Management (JMM)*, Vol. 2, n. 1, 2000

## Congress Presentations

- Dans, E. y J. Freire, “**IT as an Agent of Social Change: Lonxanet and the Case of the Galician Artisanal Fisheries**”, Accepted for presentation at *ICIS 2002*, Barcelona, Dec. 15 - 18
- Dans, E. and D. Allen, “**B2B eMarketplaces: What's in it for me?**” *Proceedings of the IX European Conference of IT Evaluation (ECITE)*, Paris, Jul. 15-16, 2002
- 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, Sep. 17-18, 2001
- Dans, E. “**Existing Business Models for Brokering and their Adaptation to Electronic Markets**” *Proceedings - BitWorld*, El Cairo, Jun. 4-6, 2001.
- Dans, E., J. Freire and A. G. Allut, “**Gestión de Pesquerías, Gestión de Mercados: ¿Es el Comercio Electrónico una solución?**” *Jornadas de Comercialización del Pescado, Palamós*, Mar. 2-3, 2001
- Dans, E. “**IT Investment in Small and Medium Enterprises: Paradoxically Productive?**” *Proceedings of the VII European Conference of IT Evaluation (ECITE)*, Sep. 2000
- Dans, E. “**Internet Newspapers: Are Some More Equal than Others?**” *Proceedings of the European Congress of Information Systems (ECIS)*, Jul. 2000
- Dans, E. and K. Pauwels, “**Internet Marketing the News: Same Players, Different Playground**” *Proceedings of the European Marketing Academy Congress (EMAC)*, Track: Interactive Marketing, May 2000

## Academic Cases

- Dans, E., “**LonxaNet**”
- Corral, N. and E. Dans, “**Goodex Iberia**”
- Prieto, J. and E. Dans, “**CRM en Cátenon**”
- Dans, E. “**Arteanet.com: El Centro Comercial en la Web**”
- E. Dans, “**TESCO: Every Little Helps**”
- Aparicio, F. and E. Dans, “**Gastón y Daniela A y B**”
- Dans, E. “**La Vanguardia Electrónica**”
- Alvarez de Novales, J. M. and E. Dans, “**Vega Sicilia**”

## Languages

Spanish (native), English (bilingual) and Portuguese (basic knowledge)

## Academic Service

- Member of the Editorial Board of the Electronic Journal for Business Research Methods (EJBRM)
- Member of the Editorial Advisory Board, Revista de Empresa (Iberoamerican Academy of Management and Fundación Instituto de Empresa)
- Member of the Conference Committee for the European Conference on IT Evaluation (ECITE)
- Conference co-chair, ECITE 2003
- Member of the Conference Committee for the European Conference on Research Methodology for Business and Management Studies (ECRM)
- Member of the Program Committee of the 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)
- Reviewer for the Management Information Systems Quarterly (MISQ), Journal of Electronic Commerce Research (JECR), Journal of Business Strategies, Quarterly Journal of Electronic Commerce and Journal of Global Information Management

## Newspapers and Magazines

(All articles are available at [http://www.ie.edu/Enrique\\_Dans/](http://www.ie.edu/Enrique_Dans/))

- Weekly column in Expansión, the main Spanish economic newspaper (currently)
- Weekly section about research in the digital economy in Expansión (Expansión Digital: El Laboratorio) from April 2000 to November 2002
- More than 200 articles and collaborations in Spanish, international and specialized press: ABC, ABC.es, Cinco Días, Computer Reseller News, Conocimiento y Dirección (Argentina), El Mercurio (Chile), Gestión, El Mundo, Expansión, Financial Times, Ganar.com, La Gaceta de los Negocios, PCWorld, iWorld, Capital and others

## Honors, Research Grants and Awards

- Accenture Research Grant (IMLab), years 2003 to 2005
- CommerceOne – SAP research grant, year 2002
- 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

## Contact Info and Personal Data

DOB: May 14, 1965 in A Coruña (Galicia, Spain)  
Marital status: Married, one daughter  
Home address: Virgen de Loreto, 18, 1-B  
28220 - Majadahonda, Madrid  
Spain  
Professional address: INSTITUTO DE EMPRESA  
María de Molina, 12, 4  
28006 - Madrid  
Spain