

CURRICULUM VITAE

David Lopez-Lopez, PhD

SUMMARY

**Professor, Entrepreneur, and hi-tech Investor.
Full member of the European Royal Academy of Doctors.**

Expert in INNOVATION, STRATEGY, and DIGITAL TRANSFORMATION of businesses. He has participated in transformation projects in large and small organizations; He also is a Ph.D. in Digital Strategy (accredited by ANECA and AQU) and advises various Universities on teaching content in this area.

His background is an engineer in Electronics and Telecommunications and a Master in Project Management. He also is an MBA from ESADE and The Fuqua School of Business (Duke University, USA).

More than 25 years of professional experience in the world of information technologies, their training, and dissemination, as well as operations management, business management, management consulting, development and services departments, as well as management and participation in large international projects, among others for the European Space Agency (ESA).

He also holds the position of vice president of the Official Association of Telecommunications Engineers and he is responsible for its Digital transformation. He has been vice president of the Project Management Institute (PMI) Barcelona Spain Chapter and he is PMP, ATP and ITIL certified. He is director of Official University programs and associate professor of various programs related to Digital Marketing and Electronic Commerce, Business Management, Information Technology Management, and Project Management. He is also a coach, mentor, and tutor in the ESADE Business Accelerator.



CERTIFICATIONS

ANECA accredited Ph.D. (#PAD: 2019-9602)
AQU accredited PhD
European Commission - Information Society – ICT/PSP Expert (#EXICTPSP5687)
Project Manager Professional - PMP® (#1305382)
Authorized Training Partner Instructor – PMP
ITIL® V3 Foundation (#20089333)

PROFESSIONAL MEMBERSHIPS

Full Member of the Royal European Academy of Doctors
Coach, mentor, and tutor of the ESADE Business Accelerator
Investor member in ESADE BAN (Business Angels Network).

Vice President of the Official Association of Telecommunications Engineers.
Former member of the Board of the Marketing Club of Barcelona.
Former VP of the Project Management Institute (PMI). Barcelona Spanish Chapter. (2009-11).

EDUCATION

Harvard Business School. Resilient Leadership (2024)

MIT Sloan School of Management. Unlocking Creative Transformation During AI-Powered Change (2024)

INSEAD. Transacting on the Blockchain (2021)
Academic Director Dr. Tapscott

The International University of Catalonia. Ph.D. in Digital Strategy (2007-2014).
Excellent 10/10

The Fuqua School of Business, Duke University. MBA Exchange program (2004)

ESADE Business School. Master in business administration (2002-2004).

La Salle, Ramon Llull University. Master in project management (2001).
PMP® certification #1305382 by PMI, USA
Final master's thesis with honors. Excellent 10/10

La Salle, Ramon Llull University. MSc. Electronic Engineering (1997-1999).
Final master's thesis with honors. Excellent 10/10

La Salle, Ramon Llull University. Bachelor's Degree in Telecom. Engineering (1993-1997).
Final bachelor's degree thesis with honors. Excellent 10/10

ADVISORY BOARD

(Foodtech) MiM Habits. The first Organic Bread developed by scientists that helps regulate the Intestinal Microbiota. vegan. Without preservatives.

(Edtech) Founderz. Unconventional digital business school. Decentralized education (Ed3) as a basis for designing the education of the future

(ORM) RepScan. Online Reputation Management.

ACADEMIC EXPERIENCE

Currently, he is a tenured professor at ESADE and the Associate Dean of the ESADE MBA. Additionally, he is a visiting professor at the Faculty of Economics and Business (FEN) at the University of Chile and a Visiting Researcher at the Metropolitan College of Boston University.

2015 – now. **ESADE Business School. Universitat Ramon Llull.**

(2024- now) Associate Dean. The ESADE MBA
8th best in the world and the 5th best non-US according to Financial Times.
9th overall in Europe and 1st in Entrepreneurship according to Bloomberg

(2024- now) Associate Professor (Profesor Titular)
Digital & IA Transformation, Digital Marketing, Digital Strategy, Digital Entrepreneurship, Innovation, Scale-up.
Academic consultant for various top national and international companies.

(2021- 2024) Senior Lecturer
Marketing Trends professor in the BBA.
IN/ON Programs Director: Digital Marketing, Marketing Analytics, Managing an eCommerce.
Academic Director of the International Study Seminar of the Universidad the Chile at ESADE.

(2012- 2021) Academic Collaborator.

Digital Marketing professor in [MSc in Marketing Management](#)

Managing an eCommerce professor in [MSc in Marketing Management](#)

Digital Marketing Strategy Professor in [MSc in Business Analytics](#)

Digital Analytics professor in [inDIGITAL · Programa de Dirección de Marketing y Ventas Digital](#)

Final master Thesis Tutor in MBA, MSc, and BBA

→ The inDIGITAL program has been [ranked # 1 in the world](#) in its category by Eduniversal ranking 2017

→ The MSc In Business analytics [ranked #4 in the world](#) in its category by QS Top Universities

Academic Collaborator in Entrepreneurship, digital strategy, and Agile Project Management in several joint programs with Leading European universities and top business schools, such as CMBA, RENE, INNOENERGY, ...

→ These programs took place in Barcelona, Madrid, Seville, Lisbon, Lima, Turin, Krakow, and also Online.

2014 – now **Facultad de Economía y Negocios. Universidad de Chile**
Visiting Professor. Digital Strategy

2020 – now **Metropolitan College. Boston University**
Visiting Scholar.

His past experiences include broad experience in teaching at both national and international universities, as well as extensive teaching in top-ranking programs. He has been recognized with the Best Executive Education Teaching Award and holds certification in Online and Blended/Hybrid Teaching. Additionally, he has experience in directing academic programs and coordinating more than 30 professors and tutors. He has also been invited as a visiting scholar at three top-ranking international universities.

2021 – 2021 **Universidad Católica de Córdoba (Argentina)**
Visiting professor of Digital Marketing. International MBA.

2019 – 2021 **UNIR. Universidad Internacional de la Rioja**
(2021 – now) Academic collaborator
(2019 – 2021) Academic Director of the [Official Master in Digital Business](#)

→ Co-author of the ANECA verification report of the new official Master's Degree in Digital Transformation in Business by the International University of La Rioja

2018 – 2021 **IL3. Universitat de Barcelona**
(April 2020 – 2021) Academic Director of the [Master in Project Management](#)
(2018 -2020) Academic collaborator

→ The IL3's Master in Project Management is the oldest in its region. Currently, it is the 29th edition.

→ Responsible for designing a joint program, in collaboration with Universidade Presbiteriana Mackenzie (Brazil). [Visiting Professor at Mackenzie.](#)

→ Responsible for designing a joint program, in collaboration with Faculdade PECEGE. Universidade de São Paulo. [Visiting Professor at Universidade de São Paulo](#)

2010 – 2021 **Universitat Oberta de Catalunya (UOC).**
Academic Collaborator and Degree Tutor of the Department of Telecommunications, Computer, and Multimedia Engineering.

→ Accredited expert on Online Teaching.

2005 – 2021 **EAE Business School.**
(2020 – 2021) Director of the exchange program with **UC Berkeley** for International MBAs.
(2018 – 2021) Director of the Master in International Project Management (Hybrid Learning).
(2005 – 2021) Professor in MBA, Master in Digital Marketing and electronic commerce, Master in Sales and Commercial Management, Master in Supply Chain Management, and Master in Project Management.

Coordinator of Final Master's Degree in EAE's official programs (9 official programs and more than 30 tutors/Ph.D.).

- Appointed as Director of the exchange program with **U.C. Berkeley**
- **Recognition: Best Executive Education 2017 Teaching Award.**
- *Blended/Hybrid methodology Teaching expert certification.*

- 2015–2021 **Tecnocampus Mataró. Universitat Pompeu Fabra**
Academic Collaborator in [Máster oficial en Emprendimiento e Innovación](#).
- 2006–2014 **La Salle. Universitat Ramon Llull.**
Co-director and coordinator of the Postgraduate Program in Digital Marketing (PMD).
Co-director and coordinator of the Master in Digital Marketing (MMD).
Associate Professor of the Executive MBA Masters, Master in Project Management, Master in Supply Chain Management and Technology, Master in eCommerce Management.
Collaborating professor of degree.

PROFESSIONAL EXPERIENCE

He is a founding partner of FHIOS, a technology and digital consulting firm that employs nearly 250 people. Additionally, he leads an investment fund in technology startups worth approximately €1 million.

- 2010 – now **AD VENTURES LC2 GROUP**
Co-Founder & Partner
VC - Investments in tech - startups.
HOMU Health Ventures | RepScan | UnPuzzle Barcelona | XR Game - Ronaldinho10 | Founderz | Experifun
Last exits: Redpoints (post-money valuation: 54 million €) | TheEtailers | TakeU | ZinkApp

- 2001 – now **FHIOS Smart Knowledge**
Co-Founder & Partner (2021 - now)
Co-Founder & Chief Strategy Officer (2012 - 2021)
Digital consulting firm based in Barcelona (Spain) that employs almost 200 consultants in 3 countries.

GRUPO CONZENTRA (now integrated into FHIOS)

Co-Founder & CEO (2010-2012)

Co-Founder & COO (2007-2010)

Technology consulting company focused on the Internet and eCommerce 360. A human team of 100 people in 6 offices: Barcelona, Girona, Madrid, Buenos Aires, Silicon Valley, and Shanghai.

Abantsys Software (now integrated into FHIOS)

Founder & CEO (2001-2007)

Technological consulting company for the industrial sector. Construction of a human team of 20 people. A network of partners was created and got operations in Spain, Portugal, Italy, France, Germany, the USA, and South Africa.

Previous experiences include leading and participating in international projects, among others, for European Space Agency (ESA)

- 1999 – 2001 **GTD Industrial Systems**
International Project Manager (2000-2001)
Technological Consultor (1999-2000)
He managed and participated in international projects in the Aerospace, Defense, Industry, and Scientific sectors in various cities in Spain, Portugal, Belgium, Switzerland, Germany, and French Guiana.
- 1998 **Datcon Instruments Company**
Production Engineer.
Responsible for the technological architecture, analysis, design, and development of production optimization software and business management.
- 1997 **Dept. of Communications and signals theory. La Salle, Ramon Llull University**
Scholarship for academic excellence.
- 1996 **Microsoft Iberica**
Intern in the Internet department (Internet Explorer specialist).

LANGUAGES

Spanish | Catalan: Native.
English: Proficiency (C2)
Portuguese: Medium level.

EDITORIAL BOARD & PANELS

2025-*now* Associate Editor of the journal "Electronic Commerce Research" (Springer). JCR Category: BUSINESS, Category Rank (2023): 107/304, Category Quartile (2021): Q2; SCOPUS QUARTILE: Q1

2024-*now* Academic Board at Decision Science Alliance Association. Switzerland.

2023-*now* Associate Editor of the journal "Internet of Things" (Elsevier). JCR Category: COMPUTER SCIENCE, INFORMATION SYSTEMS, Category Rank (2023): 29/250, Category Quartile (2021): Q1; SCOPUS QUARTILE: Q1

2021-2023 Program committee member of the "Digital Marketing & eCommerce Conference (DMeC)" International Conference. Proceedings published by Springer

TUTORING, TRIBUNALS & REVIEWER

Tutor of 3 Doctoral Thesis (ongoing)

Visiting reviewer of the Journal of Computer Science.

More than 100 Final Master Theses tutored (in 15 years).

President or vocal in more than 80 Tribunal of Final Master Theses in ESADE Business School, Barcelona University, Open University of Catalonia, EAE Business School, International University of La Rioja, and La Salle – Ramon Llull University.

2021 Co-author of the ANECA verification report of the new official Master's Degree in Digital Transformation in Business by the International University of La Rioja

2020 Miembro del comité asesor para la creación del título de Graduado o graduada en GESTIÓN DE LA INNOVACIÓN Y NUEVAS TECNOLOGÍAS APLICADAS A LOS NEGOCIOS por la Universidad Internacional de la Empresa.

2020 Member of the UNIR MBA AWARDS jury. Which selects the best Digital Transformation Project at the International University of La Rioja (UNIR).

2015 Member of the RAMON MOLINAS FOUNDATION awards jury. Which selects the best final projects of degree, technical engineering, higher engineering, or university master's degrees in Computer Science, Multimedia and Telecommunications studies at the Open University of Catalonia (UOC).

CONFERENCES

>15 International conferences attended.

1 Best Paper Awarded

1 Track chair

1 Conference Program Committee: <https://www.dm-ec.org/organizers>

2025 VII Congreso Internacional RAED en Emiratos Árabes. University of Sharjah
The Singularity of Marketing: Redefining Strategy and Humanity in the AI Era.

2024 AlcoiTech - Artificial Intelligence & Optimization International Workshop
Conversational AI and Consumer Choices: Insights from a Systematic Review and Cluster Analysis

2024 Decision Science Alliance. International Summer Conference.
Empowering Human Decision Making in a Robotics & Data-Driven World

2023 Winter Simulation Conference

San Antonio Texas, USA

"Can Gambling Ads Affect Customer Risk Behavior? A Simulation Study To The "888" Case"

2023 AlcoiTech - Artificial Intelligence & Optimization International Workshop

Polytechnical University of Valencia. Valencia, Spain

"An AI-aided 4-step model for managing unfair negative online reputation"

2023 BenicassimTech - Artificial Intelligence & e-Math Workshop

Polytechnical University of Valencia. Valencia, Spain

"The four Axis of a Digital Transformation, based on Data"

2023 Digital Marketing & eCommerce. INTERNATIONAL CONFERENCE

Barcelona, Spain

"On the Capture and Use of Private Conversations on Mobile Phones for Marketing Purposes: A Case in the Tourism Sector"

2023 Digital Enterprise Show (DES23)

Málaga, Spain

"Reputational Crisis: Predicting and Managing the Spread and Severity of Bad Reputation Using #AI"

2023 Revolution Retail Conference.

ESADE Business School.

"Hybrid Intelligence"

2023 4ta Edición Innovation Leadership Program: El futuro de la Inteligencia Artificial

IESE Business School y AUSAPE

"La democratización de la #IA"

2022 Digital Marketing & eCommerce. INTERNATIONAL CONFERENCE

"Reducing e-commerce returns with return credits"

2022 VII Congreso Internacional Comunicación y Pensamiento. El poder de la comunicación, la comunicación del poder

"Aplicaciones prácticas y consideraciones éticas del nuevo metaverso"

2022 Digital Enterprise Show (DES22)

Málaga, Spain

"Using AI to forecast the success of a Social Media Campaign"

2022 Digital Enterprise Show (DES22)

Málaga, Spain

"Innovación & Tendencias 2022 en Marketing"

2021 "Reborn" Congreso Anual Internacional PMI (Project Management Institute)

PMI Spain Barcelona Chapter

"Gestión de proyectos, programas y portafolios de Transformación exponencial".

2021 4º Congreso Internacional CIOs

APD, Barcelona, Spain

"La tecnología como *driver* de la transformación exponencial"

2021 Winter Simulation Conference

Phoenix, AZ, USA → (*Online due to COVID19*)

"Combining simulation with reliability analysis in supply chain project management under uncertainty: a case study in healthcare"

2021 3r Congreso Internacional de Social Media & Marketing de la UB

Universitat de Barcelona, Barcelona, Spain

"Aplicaciones de Inteligencia artificial aplicadas al *Social Media*"

2021 Digital Enterprise Show (DES21)

Madrid, Spain

"When Social Media meets AI"

2021 Digital Enterprise Show (DES21)

Madrid, Spain

"IA para el bien social; gestionar con éxito los retos de la sociedad"

2020 Winter Simulation Conference (WSC2020)

Orlando, Florida, USA → (*Online due to COVID19*)

"On The Use Of Simulation-Optimization In Sustainability Aware Project Portfolio Management"

2020 European Conference on the Impact of Artificial Intelligence and Robotics (ECIAIR20)

Instituto Universitário de Lisboa (ISCTE-IUL), Portugal on the 22nd & 23rd October 2020 → (*Online due to COVID19*)

"Robotics And Artificial Intelligence (R&AI) Perceptions Of Consumers And Producers – An International Comparison Among Portugal And Spain"-

2020 6th AI & BigData Congress

Center of Innovation for Data Tech and Artificial Intelligence (CIDAI). Barcelona, Spain

"Aportación de la #IA a la optimización de las rutas logísticas del material de protección impreso en 3D por la comunidad #CoronavirusMakers"

2020 Workshop on "Sports and Health Analytics Research"

Spanish Network on Sports and Health Analytics Research with a Gender Perspective (SHARP), funded by the Spanish Ministry of Culture and Sport (09/UPR/20). Barcelona, Spain

"Contribution of Data Analytics in Sports Talent Acquisition."

2020 2º CONGRESO DE MARKETING DIGITAL & SOCIAL MEDIA UB

Universitat de Barcelona, Barcelona, Spain.

"Evidence on the differentiated use of digital strategies and social media in B2B and B2C"

2020 2º CONGRESO DE MARKETING DIGITAL & SOCIAL MEDIA UB

Universitat de Barcelona, Barcelona, Spain.

"Disrupción competitiva de industrias convencionales: plataformas MSP y la necesidad de nuevos marcos teóricos"

2019 Open Workshop on Analytics@Sport&Health

The Spanish Network on Data Analytics in Sport and Health. IN3 Internet Interdisciplinary Institute, Ministerio de Cultura y Deporte, Gobierno de España.

"Talent Analytics en Deporte"

2019 European Conference on the Impact of Artificial Intelligence and Robotics (ECIAIR19)

EM-Normandie Business School, Oxford, UK

"Robotics and Artificial Intelligence (R+AI) Solutions: Displacing or Augmenting Professional Capabilities?"

EQUAA'2016 III Foro Internacional de Acreditación y I Concurso de Investigación EQUAA

"Posicionamiento web y riesgo para la reputación online: un estudio específico para las reclamaciones de consumidores."

➔ Recognition: Best Paper Awarded

CISTI'2014 9 Conferencia Ibérica de Sistemas y Tecnologías de Información.

La Salle Universidad Ramon Llull, Barcelona

"Clustering-based techniques for classification of businesses based on the strategy-tactics binomial in the management of their Online Reputation Model"

CISTI'2014 9 Conferencia Ibérica de Sistemas y Tecnologías de Información.

La Salle Universidad Ramon Llull, Barcelona

"Online corporate reputation strategies. Analysis based on the command chain position."

IAPNM2013 12th International Association of Public & Non-Profit Marketing Conference

Universidad de Las Palmas de Gran Canaria.

"Study based on cluster transitions to attract the conception of corporate online reputation to the management of organizations."

Escuela de Administración de Empresas (EAE). Universitat Politècnica de Catalunya.

2011"Beyond the buy button. ¿Cómo se gestiona la cadena de suministro de un eCommerce?"

JJI'2010 - I Jornadas de Jóvenes Investigadores. Universidad de Cáceres.

Universidad de Extremadura.

"Aplicación de técnicas de *Machine Learning* en atributos no inferibles de páginas web para la mejora del posicionamiento orgánico en buscadores"

CISTI'2010 - 5 Conferencia Ibérica de Sistemas y Tecnologías de Información.

Universidad de Santiago de Compostela

"Evidencia de las ventajas de utilizar conglomerados de atributos de páginas web para decidir sobre su posicionamiento en buscadores"

Universitat d'estiu Blanquerna. Universitat Ramon Llull

2008. Gestió de Projectes Complexes.

Universidad Autónoma de México (UNAM)

2006. Apertura del Segundo Encuentro de la Comunidad Sistémica Mexicana, bajo el tema "Desarrollo Sustentable y Sociedad" (UNAM - MEXICO). Exposición de los temas SYSTEM THINKING, PROJECT DYNAMICS e INDUSTRIAL DYNAMICS.

PUBLICATIONS

<https://scholar.google.com/citations?user=GCQj4akAAAAJ&hl=es>

h-index: 10

i10-index: 10

Rodriguez-Garcia, P., Carracedo, P., Lopez-Lopez, D., Juan, A. A., & Martin, J. A. (2024). Computer-Supported Strategic Decision Making for Ecosystems Creation. *Computers*, 13(12), 322.

Saiz, Miguel, et al. "A simheuristic for project portfolio optimization combining individual project risk, scheduling effects, interruptions, and project risk correlations." *Computers & Industrial Engineering* (2024): 110694.

Lopez-Lopez, D., Plaza-Navas, M. A., Torres-Pruñonosa, J., & Martinez, L. F. (2024). Navigating the landscape of e-commerce: thematic clusters, intellectual turning points, and burst patterns in online reputation management. *Electronic Commerce Research*, 1-38.

Lopez, D. L., Mavrommatis, A., & Bachs, J. (2024). La revolución de la inteligencia artificial en 'marketing': más allá de la singularidad. *Harvard Deusto Business Review*, (343), 6-17.

Lopez-Lopez, D., Giusti, G., Juan, A. A., & Corlu, C. G. (2023, December). Can Gambling ADS Affect Customer Risk Behavior? A Simulation Study to the "888" case. In 2023 Winter Simulation Conference (WSC) (pp. 3354-3363). IEEE.

Fondevila-Gascón, J. F., Lopez-Lopez, D., Puiggròs, E., & Perez-Cubero, P. (2023, April). On the Capture and Use of Private Conversations on Mobile Phones for Marketing Purposes: A Case in the Tourism Sector. In *Advances in Digital Marketing and eCommerce: Fourth International Conference, 2023* (pp. 185-215). Cham: Springer Nature Switzerland.

Ward, A.; Marmol, M.; Lopez, D.; Carracedo, P.; Juan, A. (2023): "Data Analytics and Artificial Intelligence in e-Marketing: techniques, practices and trends". *International Journal of Data Analysis Techniques and Strategies*

Rodriguez-Garcia, P., Li, Y., Lopez-Lopez, D., & Juan, A. A. (2023). Strategic decision making in smart home ecosystems: A review on the use of artificial intelligence and Internet of things. *Internet of Things*, 100772.

Lopez-Lopez, D., de Zuloaga, B. (2023). La cuestión legal pendiente sobre la reputación digital: Internet no olvida. *Harvard Deusto business review*, (330), 34-44.

Fondevila-Gascón, J. F., Lopez-Lopez, D., Gutiérrez-Aragón, Ó., & Baños-Carmona, V. (2022). Sexismo en la publicidad televisiva: análisis comparativo entre 2018-2022. *Razón y Palabra*, 26(115), 205-221.

Martínez-López, F. J., Li, Y., Feng, C., Liu, H., & López-López, D. (2022). Reducing ecommerce returns with return credits. *Electronic Commerce Research*, 1-23.

Martínez-López, F. J., Feng, C., Li, Y., & López-López, D. (2022). Using instant refunds to improve online return experiences. *Journal of Retailing and Consumer Services*, 68, 103067.

de la Torre, R., Calvet, L. O., Lopez-Lopez, D., Juan, A. A., & Hatami, S. (2022). Business Analytics in Sport Talent Acquisition: Methods, Experiences, and Open Research Opportunities. *International Journal of Business Analytics (IJBAN)*, 9(1), 1-20.

Saiz, M., Lostumbo, M. A., Juan, A. A., & Lopez-Lopez, D. (2022). A clustering-based review on project portfolio optimization methods. *International Transactions in Operational Research*, 29(1), 172-199.

Lostumbo, M. A., Saiz, M., Juan, A. A., Lopez-Lopez, D., & Calvet, L. (2021, December). Combining simulation with reliability analysis in supply chain project management under uncertainty: a case study in healthcare. In *2021 Winter Simulation Conference (WSC)* (pp. 1-11). IEEE.

López, D. L., & Iniesta, M. B. (2021). Bizum y la evolución de los medios de pago digitales: ¿hacia el fin del efectivo?. *Harvard Deusto business review*, (311), 34-44.

Corlu, C; Goyal, A; Lopez-Lopez, D; de la Torre, Rocio; Juan, Angel A. (2021) "Ranking Enterprise Reputation in the Digital Age: A Survey of Traditional Methods and the Need For More Agile Approaches". *International Journal of Data Analysis Techniques and Strategies*

Martínez-López, F. J., Li, Y., Feng, C., & López-López, D. (2021). Buying Through Social Platforms: Perceived Risks and Trust. *Journal of Organizational and End User Computing (JOEUC)*, 33(4), 70-93.

Saiz, M., Lostumbo, M. A., Juan, A. A., & Lopez-Lopez, D. (2020, December). On the Use of Simulation-Optimization in Sustainability Aware Project Portfolio Management. In *2020 Winter Simulation Conference (WSC)* (pp. 2493-2504). IEEE.

Tomé, E; Rivera, O; Lopez-Lopez, D; Soares de Mello, P. (2020). Robotics And Artificial Intelligence (R&Ai) Perceptions Of Consumers And Producers – An International Comparison Among Portugal And Spain. In *ECIAIR 2020 European Conference on the Impact of Artificial Intelligence and Robotics* (p. 174). Academic Conferences and publishing limited. ISBN: 978-1-912764-74-7

Rivera-Hernaez, O., Lopez-Lopez, D., (2020). Creación de Valor a través de la Robótica y la inteligencia Artificial (R+IA), más allá de la reducción de puestos de trabajo. *Harvard Deusto Business Review*

López-López, D., & Giusti, G. (2020). Comparing Digital Strategies and Social Media Usage in B2B and B2C Industries in Spain. *Journal of Business-to-Business Marketing*, 27(2), 175-186.

López, D. L., & Giusti, G. (2020). Estrategias digitales y uso de redes sociales en las industrias B2B y B2C en España. *Harvard Deusto business review*, (298), 28-37.

Martínez-López, F. J., Anaya-Sánchez, R., Fernández Giordano, M., & Lopez-Lopez, D. (2020). Behind influencer marketing: key marketing decisions and their effects on followers' responses. *Journal of Marketing Management*, 1-29.

David Lopez-Lopez, Jordi Vinaixa, (2020). 'SOCIAL ROBOTS': UNA OPORTUNIDAD PARA EL MÁRKETING. *Harvard Deusto Marketing y Ventas*, ISSN 1133-7672

Rivera-Hernaez, O., Lopez-Lopez, D., & Zaldo-Santamaria, J. M. (2019). Robotics and Artificial Intelligence (R+ AI) Solutions: Displacing or Augmenting Professional Capabilities?. In *ECIAIR 2019 European Conference on the Impact of Artificial Intelligence and Robotics* (p. 266). Academic Conferences and publishing limited.

Beneicke, J., Juan, A. A., Xhafa, F., Lopez-Lopez, D., & Freixes, A. (2019). Empowering Citizens' Cognition and Decision Making in Smart Sustainable Cities. IEEE Consumer Electronics Magazine, 9(1), 102-108.

David Lopez-Lopez, Jordi Vinaixa, 2017. CÓMO LANZAR CON ÉXITO UN PRIMER PROYECTO BASADO EN IOT. Harvard Deusto Marketing y Ventas, ISSN 1133-7672, Nº. 142, 2017, págs. 22-29

David Lopez-Lopez, Jordi Vinaixa, 2016. EL AÑO DE LA REALIDAD VIRTUAL. Harvard Deusto Márketing y Ventas, ISSN 1133-7672, Nº. 137, 2016, págs. 24-30

Lopez-Lopez, D., Bauza, G. B., & Rivera, O. (2014, June). Online corporate reputation strategies. Analysis based on the command chain position. In Information Systems and Technologies (CISTI), 2014 9th Iberian Conference on (pp. 1-4). IEEE.

Lopez-Lopez, D., Bauza, G. B., & Rivera, O. (2014, June). Clustering-based techniques for business classification based on the binomial-tactical strategy to manage their online reputation model. In Information Systems and Technologies (CISTI), 2014 9th Iberian Conference on (pp. 1-8). IEEE.

David Lopez-Lopez, Guillem Bou, 2013. STUDY BASED ON CLUSTER TRANSITIONS TO ATTRACT THE CONCEPTION OF CORPORATE ONLINE REPUTATION TO THE MANAGEMENT OF ORGANIZATIONS. Proceedings 12th International Association On Public & Nonprofit Marketing Conference, Las Palmas de Gran Canaria.

Santiago Sanchez-Devesa, David Lopez-Lopez y Francesc Miralles, 2010. Algoritmo en 4 pasos basado en árboles de decisión para la optimización de páginas web en buscadores. Proceedings I JORNADAS DE JÓVENES INVESTIGADORES, XTRELAN 2010, CÁCERES

David Lopez-Lopez, Santiago Sanchez-Devesa y Francesc Miralles, 2010. Aplicación de técnicas de Machine Learning en atributos no inferibles de páginas web para la mejora del posicionamiento orgánico en buscadores. Proceedings I JORNADAS DE JÓVENES INVESTIGADORES, XTRELAN 2010, CÁCERES

David Lopez-Lopez, Santiago Sanchez-Devesa y Francesc Miralles, 2010. Evidencia de las ventajas de utilizar conglomerados de atributos de páginas web para decidir sobre su posicionamiento en buscadores.

Algoritmo de aprendizaje focalizado para optimización de posicionamiento en buscadores Proceedings CISTI'2010 - 5 Conferencia Ibérica de Sistemas y Tecnologías de Información, Santiago de Compostela.

SCIENTIFIC PROJECTS

2024-2027: "AIDigitalPrefer -Inteligencia Artificial, Entornos Digitales, Polarizacion y Camaras de Eco de Opinion". Proyectos de Generación del Conocimiento 2023. Ministerio de Educación, Cultura y Deporte (MINECCO). Lead Researchers: Ana Valenzuela, Verena Schoenmueller.

2023-2024: "Red Española En Transporte, Inteligencia Artificial, y Analítica De Datos" Ministerio de Ciencia e Innovación. «REDES DE INVESTIGACIÓN» RED2022-134703-T. Lead Researcher: Angel A. Juan. IP Nodo ESADE: David Lopez Lopez

2022-2024: "Optimizing Carsharing and Ridesharing Mobility in Smart Sustainable Cities". Ajuntament de Barcelona – La Caixa (21S09355-001). Lead researcher: Angel A. Juan.

2020-2022: "Efficient & Sustainable Transport Systems in Smart Cities: Internet of Things, Transport Analytics, and Agile Algorithms". Retos de Excelencia I+D+i. Spanish Ministry of Science (PID2019-111100RB-C21). Lead researchers: Angel A. Juan / Fatos Xhafa. The Technical University of Catalonia, Public University of Navarra, and University of A Coruña

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[Cinco Días](#) y [El País](#), en versión impresa y [digital](#).

El PAÍS

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