

ANGEL VALAREZO UNDA

PhD in Economics (Digital Economics, Digital Divides, ICT adoption, Telecommunications)

Abbreviated CV

About



PhD in economics, lecturer researcher, and consultant in Digital Economics, Marketing, and E-commerce.

My research combines theory with quantitative analysis to study the processes of adoption and use of information and communication technologies by individuals and households. I have a versatile profile, academically and professionally, which allows me to develop research and teaching in dynamic environments and areas such as Digital Economy, E-commerce, Marketing, and Quantitative Analysis applied to the economy and business.

In this document, I detail some of the most relevant and recent aspects of my experience and training.

Consultancy

- Digital Project Management.
- Strategic Consulting in Digital Business.
- Executive Editor (2018-2021) of a leading [Economics blog](#).

Contact



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Madrid – Spain

Education

- PhD in Economics from the Universidad Complutense de Madrid (UCM).
(Accredited as Associate Professor by the Spanish National Agency for Quality Assessment and Accreditation).
- Master's degree in Telecommunications Management from the Universidad Politécnica de Madrid.
- Master's degree in E-commerce (UCM).
- Licentiate in Business Administration (UCM).
- Various specialization programs in information technology, as well as methods and tools for quantitative analysis in economics.

Academic activity

- Assistant Professor (PDI laboral: Profesor Ayudante Doctor). UCM, 2021. Current position.
- Researcher at the Complutense Institute of Economic Analysis – ICAE, 2017. Current position.
- International secondments. Visiting researcher:
 - Institute of Economic Research. Seul National University, Seoul – Republic of Korea. November 2023.
 - Malaya North-South Research Center (Umnsr), Kuala Lumpur – Malaysia. September – October 2023.
 - Centre for Development Studies (CDS). Kerala - India. September 2022.
 - Centro Internacional de Política Económica para el Desarrollo Sostenible (CINPE). Heredia - Costa Rica. November 2022.
- Postdoctoral Researcher at the Complutense University of Madrid.
- In turn, I participate in two research projects, one of them funded by the Community of Madrid and the European Social Fund, and the other, funded by the Ministry of Science and Innovation.
- I am co-author of 4 scientific publications (indexed JCR-Q1 and SJR-Q1) on the adoption of e-commerce and other digital services. Also, a chapter of the book “Applied Economics in the Digital Era”, and a publication about Big Data.
- I have presented the results of my research at national and international conferences and seminars in English and Spanish.
- Since 2016 I have collaborated in the theoretical-practical teaching of the subjects of Econometrics, Applied Econometrics in the degrees of Economics and Business Administration.

Professional Background

- Marketing Management.
- Quality Management.
- Project management.
- Logistics Management.
- Digital Project Consulting.

ANGEL VALAREZO UNDA

PhD, an economist specialized in the study of the digital economy and in the quantitative modelling of digital service adoption.

Extended CV

Education

Formal Education

- Ph.D. in Economics from Universidad Complutense de Madrid (UCM). 2014 – 2019
Thesis: “Quantitative models of adoption and use of ICT in Spain”.
Advisor: Professor Teodosio Pérez Amaral, Ph.D.
- Master in E-commerce (UCM) 2013 – 2014
- Master's in Telecommunications Management from the Universidad Politécnica de Madrid. (ETSIT – UPM) 2009 – 2010
- Bachelor in Business Administration (UCM) 2001 – 2008

(Accredited as Associate Professor by the Spanish National Agency for Quality Assessment and Accreditation).

Continuing Education

- Machine Learning tools for Economists. CEMFI, Madrid.
- Data visualization & Analyzing Panel Data in STATA. Timberlake Consulting.
- Data Science Avanzado con Spark y Python. Afi Escuela de Finanzas.
- Google Analytics Certification Course.
- Tackling the challenge of Big Data. (MIT - Professional Education).
- Customer Analytics. University of Pennsylvania – Coursera.
- Introduction to Big Data. Universidad de California, San Diego – Coursera.
- Machine Learning. BIGML. Valencian Summer School 2016.
- The Big Data Toolbox. Johns Hopkins University – Coursera.
- Big Data. Doctorate Course in Mathematical Engineering. UCM
- Digital Marketing. Specialized course. IAB - Google
- Digital Marketing. Quirk - Stellenbosch University
- English (Csim - UCM.) and English for business (UCM). Current level ~ C1
Advertising, Quality, Finance, Advanced Office Automation, Web, CMSs, Cloud, etc.

Publications

- Unleashing the potential of online learning in Spain: An econometric analysis. Telecommunications Policy, Volume 47, Issue 6; with R López, and T Pérez-Amaral. (2023). <https://doi.org/10.1016/j.telpol.2023.102544>
- Evolution of the internet gender gaps in Spain and effects of the Covid-19 pandemic" Telecommunications Policy Volume 46, Issue 8; with T. Pérez-Amaral, R. López, and T. Garín-Muñoz. (2022). <https://www.sciencedirect.com/science/article/pii/S0308596122000738>
- Digital divides across consumers of internet services in Spain using panel data 2007–2019. Narrowing or not? Telecommunications Policy, 45, Issue 2; with Pérez-Amaral, R. López and Garín-Muñoz T. (2021). <https://doi.org/10.1016/j.telpol.2020.102093>.
- E-commerce by individuals in Spain using panel data 2008–2016. Telecommunications Policy, 44, Issue 4; with Pérez-Amaral, T., Garín-Muñoz, T., Herguera García, I. y R. López. (2020). <https://doi.org/10.1016/j.telpol.2019.101888>.
- Adoption of e-commerce by individuals: Evidence from Spain using pooled data 2008-2017. Book Applied Economics in the Digital Era. Palgrave Macmillan; with López, R & Pérez-Amaral, T. (2020). https://doi.org/10.1007/978-3-030-40601-1_4.
- Models of individual adoption of eCommerce, eBanking and eGovernment in Spain. Telecommunications Policy, 42; with Garín-Muñoz, T., Pérez-Amaral, T. y R. López. (2019). <https://doi.org/10.1016/j.telpol.2018.01.002>.

- Drivers and barriers to cross-border e-commerce: evidence from Spanish individual behaviour. Telecommunications Policy, 42, 6, Págs. 464-473; with Pérez-Amaral, T., Garín-Muñoz, T., Herguera García, I. y R. López. (2018). <https://doi.org/10.1016/j.telpol.2018.03.006>.
- Big Data: Witnessing the Birth of a New Discipline. Global Journal of Technology and Optimization; with Pérez-Amaral, T. y C. Gijón. (2016). <https://doi.org/10.4172/2229-8711.S1112>.
- “Entre la digitalización y las brechas en el uso de servicios digitales en España”. Fundación Alternativas. IV Informe sobre la Ciencia y Tecnología en España: Situar a España en el mapa geopolítico de la I+D+i. (with C. Quirós) (2023) https://fundacionalternativas.org/wp-content/uploads/2023/06/INTERIOR_ICyT_2023_DIGITAL.pdf

Secondments, Congresses, Seminars, and Events

- Visiting researcher at Institute of Economic Research. Seoul National University, Seoul – Republic of Korea. November 2023.
- Visiting researcher Malaya North-South Research Center (Umnsr), Kuala Lumpur – Malaysia. September – October 2023.
- ITS 32nd European Conference 2023. Madrid, Spain. Programme Committee.
- Seminar at Centro Internacional de Política Económica para el Desarrollo Sostenible. “Quantitative models of adoption of ICT technologies”. Heredia, Costa Rica. 2022.
- Secondment (one month) at Centro Internacional de Política Económica para el Desarrollo Sostenible (CINPE). Heredia, Costa Rica. Nov. 2022.
- Secondment (one month) at Centre for Development Studies (CDS). Trivandrum (Kerala Province). Sept. 2022.
- ITS 31st European Conference 2022. Gothenburg, Sweden.
- ITS Biennial Conference 2021. Gothenburg, Sweden.
- III Workshop of the Spanish Macroeconomics Network, 2020. Participation in the organization.
- Competitive dynamics in telecom markets, 2019. Participation in the organization.
- 30th European Regional Conference of the International Telecommunications Society. International Telecommunication Society. Helsinki, Finlandia. Ecommerce and digital divide in Spain using individual panel data 2008-2016. With Pérez-Amaral, T., Garín-Muñoz, T., Herguera García, I. y R. López. 2019. Speaker.
- ICAE-PhD Candidate Seminar. Madrid-Spain. Adoption of e-commerce by individuals: Evidence from Spain using pooled data 2008-2017. With Pérez-Amaral, T., Garín-Muñoz, T., Herguera García, I. y R. López. 2019.
- Spectrum 5.0: Policy choices for 5G Deployment, 2019. Participation in the organization.
- 29th European Regional ITS Conference. International Telecommunication Society. Trento-Italia. Seminar: Adoption and expenditure on e-commerce: Evidence from pool and panel data in Spain. With Pérez-Amaral, T., Garín-Muñoz, T., Herguera García, I. y R. López. 2018. Speaker.
- ICAE-PhD Student Workshop. Madrid-Spain. Drivers and barriers to cross-border e-commerce: evidence from Spanish individual behaviour. With Pérez-Amaral, T., Garín-Muñoz, T., Herguera García, I. y R. López. 2018. Speaker.
- 28th European Regional Conference of the International Telecommunications Society. International Telecommunications Society. Passau, Germany. Models of individual cross border online purchases: The case of Spain. With Pérez-Amaral, T., R. López. y C. Gijón. 2017. Speaker.
- 27th European Regional Conference of the International Telecommunications Society. International Telecommunications Society. Cambridge, United Kingdom. With Pérez-Amaral, T., R. López. y C. Gijón. 2016. Speaker.
- 26th European Regional ITS Conference. International Telecommunication Society. El Escorial – Madrid España. Seminar: ‘Big Data in Spain’. With Pérez-Amaral, T. y C. Gijón. 2015. Speaker.
- Winner Project of the First Prize of the Global Urban Datafest – Madrid Edition: www.justrash.com. With Altamirano, F., González, Y., Piña, C. y J. Sánchez. 2015.

Participation in Competitive Projects

- Project: Enfield (European Lighthouse to Manifest Trustworthy and Green AI). Funded by the European Union’s HORIZON Research and Innovation Program. Grant agreement No. 101120657. Call HORIZON-CL4-2022-HUMAN-02, 01-Sep-2023 to 31-Aug-2026 (36 months duration). <https://www.enfield-project.eu/>
- Project framed in the National R&DPlan, call 2019 : PID2019-107161GB-C32, 2020-2023.
- Project: "Markets, Innovation and Environment" (H2019/ HUM- 5859, MIMA- CM) 2020-2022. Participants: IPP (CSIC), CEMFI, UC3M, UCM and others associated researchers. <https://mima-cm.eu/>.
- Project: "Finance, Innovation and Strategies: Economic Analysis of Business Productivity and its Determinants" (PRODECON-CM) 2016-2018. Participants: UCM, CEMFI, IPP (CSIC) and others associated researchers.. <http://www.prodecon-cm.com/>

Academic Activity

- **Assistant Professor** (PDI laboral: Profesor Ayudante Doctor). UCM. 2021 – currently
Department of Applied Economics, Structure and History
- **Postdoctoral Researcher - Universidad Complutense de Madrid** 2020 – currently
Related to a project funded by the Ministry of Economy. Grant linked to the project "Technology, Human Capital. Innovation and Trade". Professor Luis Puch, Ph.D lead the project.
Responsibilities: Research and Teaching.
- **Researcher at Instituto Complutense de Análisis Económico – ICAE-UCM** 2017 – currently
Researcher.
- **Predoctoral Researcher - Universidad Complutense de Madrid** 2018 – 2019
Related to a project funded by the Ministry of Economy. Grant linked to the project "Technology, Human Capital. Innovation and Trade". Professor Luis Puch, Ph.D lead the project.
Responsibilities: research and collaboration with teaching activities.
Thesis: "Quantitative models of adoption and use of ICT in Spain". Advisor: Professor Teodosio Pérez Amaral, Ph.D. Dissertation: November 20, 2019.
- **Lecturer and Tutor - Instituto Superior de Estudios Empresariales – CEOE** 2014 – 2016
 - Face-to-face trainer of the Entrepreneurship course.
 - Training areas: Strategic analysis and business models, Marketing and E-commerce, Operations and Human Resources, Accounting and Finance, Project management and Project Evaluation.
 - Online course tutoring.
 - Advice and support to the members of the tutoring team.

Consultancy

- **Executive Editor and Digital Management of the economics blog "[Nada es Gratis](#)"** 2019 – 2021

"Nada es Gratis" is one of the most relevant economics blogs written in Spanish on the national and international scene. With a monthly average of more than 100,000 users and about 230,000-page visits per month.
Among my functions is the coordination with editors and collaborators, academic economists who develop first-rate research in their respective areas.
- **Instituto Complutense de Análisis Económico – ICAE-UCM** 2019 – 2021

Web design consulting and Social Networks management.
- **Digital Project consulting for [ww.eduadvisor.es](#)** 2015 – 2018

Advice on the design, development, and management of the project.
- **Collaborations** 2013 – 2021

I have led and collaborated in various projects of Strategic Planning, Digital Marketing Management, Digital Project Management and Business Consulting, among others.

Activity in the Business Environment

- Marketing y Communication Director - Indespre** 2008 – 2013
- Definition of Strategy and Marketing Plan and Digital Marketing Plan.
 - Measurement of results and redefinition of actions based on strategy vs results.
 - Programming and control of campaign execution:

- Relational marketing, email marketing, communication in the media and sectorial events, postal mailing, advertising in networks and search engines: Google and Facebook, among others.
- Negotiation, contracting, and control of suppliers:
 - BBDD, art, web development, CMS (Moodle, WordPress, WooCommerce, among others), hosting, domains, and other technological tools.
- Priority clients.
 - Coordination of applications for subsidies to sectoral training.
 - Coordination of Internships in collaborating companies.

Project Management - Indespre

2006 – 2013

- Adaptation to eLearning of the company's training offer
 - Selection and start-up of an online education platform.
 - Team selection: content providers and teachers.
 - Digitization and enrichment of content. From the selection of suppliers to the design of a content development procedure.
 - Design and implementation of the Tutoring System.
- Expansion of the course portfolio
 - Design, validation and launch of new courses.
- Advertising and promotion of the modernization and expansion of the offer.
 - Launch to portfolio clients (companies and private students)
 - Advertising campaigns to attract new customers.
- Control of the complete cycle of course delivery
 - Follow-up of execution, measurement of results (completion ratio), measurement of customer satisfaction (company/student), and continuous improvement of contents and procedures.

Quality Manager for ISO 9001 - Indespre

2011 – 2013

- Implementation, Certification and Maintenance of the Quality Management System (QMS) in the different functional areas: Direction, Management, Marketing, Operations, Finance, Logistics.
- Coordination between the company and the certifying entity for certification and maintenance audits.

Additional Experience

- Reservation Management Team Coordination for Hertz (2015 - 2017)
 - Team management.
 - Training and evaluation of agents
 - Detection of incidents, the definition of corrective actions and analysis of results.
 - Design, preparation, and analysis of reports. KPIs evaluation.
 - Implementation of new tools and change management.
- Logistics Manager (Servalia 2006-2008)
 - Negotiation with suppliers.
 - Necessities analysis.
 - Management of purchases and suppliers.
 - Shipment management.
 - Analysis and control of processes.
 - Design and implementation of a supplier billing control system.
 - Design and implementation of an inventory control system.
 - Design and implementation of a Just-in-Time ordering system.