

# CARLOS CARRASCO-FARRÉ

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## GENERAL INFORMATION

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- PhD Candidate at ESADE Business School under the supervision of Uri Simonsohn (ESADE Business School and Wharton School of the University of Pennsylvania).
- Passionate about data and its business/social impact.
- Interested in Artificial Intelligence, Machine Learning and its effects in human behavior.
- Speaks Catalan, Spanish and English.
- Chef wannabe (I love cooking).

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## EDUCATION

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2019-Present	<b>ESADE Business School</b> PhD Candidate
2018-2019	<b>ESADE Business School</b> MRes. Management Sciences
2014-2014	<b>Harvard University, John F. Kennedy School of Government</b> Diploma, Government Performance Management
2011-2011	<b>London School of Economics and Political Science</b> Diploma, Public Finance
2009-2011	<b>UPF - The Johns Hopkins University</b> Msc. Public and Social Policy
2010	<b>The Johns Hopkins University</b> Diploma, Evidence for Healthy Urban Policy
2005-2009	<b>Pompeu Fabra University</b> Bachelor's degree, Political Science and Government

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## EXPERIENCE

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2019 - Present **ESADE Business School**  
PhD Candidate - Researcher

- Human - Machine interactions in the age of AI.
- Behavioral interventions for reducing the spread of Fake News in social networks.
- Natural Language Processing for identifying Fake News in Youtube.
- How algorithms can nudge or influence people to take bad or discomfoting decisions.

2013 - Present **IESE Business School**  
Researcher

- Computational methods for cities.
- New Business Models for technology applied to cities.
- Design of an international Cities in Motion Index.
- Economic and Business Model evaluation through Work Package lead in "GrowSmarter" European project (European Commission funded the project with €25 million). The European project has three lighthouse cities where new technologies are being tested: Stockholm, Cologne and Barcelona.

2012 - Present **EIXOS**  
Partner and Chief Data Scientist

- Data mining of economic activities in worldwide cities.
- Analysis of the collected, classified and geo-located data from urban commerce, business and industries.
- Economic, industrial and retail analysis of cities using more than 300 economic, social and urban indicators.
- Design and implementation of algorithms for on-time (<48h) economic and risk-assessment reports.
- Deliver precise data up to 95% reliable information and 10m GPS precision.

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## TEACHING EXPERIENCE

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### **IESE Business School**

Urban Strategy and Local Economic Development

### **ESADE Business School**

Master in Business Analytics - Lecturer

MBA course "Thinking with Data" - Teaching Assistant for Uri Simonsohn

### **La Salle Business School**

Master in Innovation - Big Data and Data Science Professor

Master in Smart Cities - Big Data and Data Science Professor

Master in Big Data - Supervisor

### **Toulouse Business School**

Master in Marketing - Big Data and Data Science Professor

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## PUBLICATIONS UNDER REVIEW

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Carrasco, C., Capdevila, L., Rodríguez, A., Valdés, M., (Forthcoming).  
The underlying mechanisms of human movement and the physical configuration of cities through complex network centralities.

Carrasco, C., Volkhausen, N., Berrone, P., Ricart, J.E., (Forthcoming).  
Airbnb Exposed: Promises and Facts in the Sharing Economy - The Case of Barcelona. *Journal of Management Studies* (Under Review).

Carrasco Farré, C., Ricart, J. E., Berrone, P. & Snihur, Y. Grassroots Resistance to Digital Platforms and Business Model Design to Overcome It: A Conceptual Framework. *Strategy Science* (Under Review).

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## PUBLICATIONS

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Grimaldi, D., Carrasco, C., Fernandez, V. (2019). Exploring data conditions to improve business performance. *Journal of the Operational Research Society*.

<https://www.tandfonline.com/doi/full/10.1080/01605682.2019.1590136>

Grimaldi, D., Fernandez, V., Carrasco, C., (2018). Heuristic for the localization of new shops based on business and social criteria. *Technological Forecasting and Social Change*. Impact Factor: 2.6 (1<sup>st</sup> Quartile).

<https://www.sciencedirect.com/science/article/pii/S0040162517312271>

Carrasco, C., Volkhausen, N., Berrone, P., Ricart, J.E., (2017). Unfulfilled promises in the Sharing Economy? Exploring the value proposition of Airbnb. *European Academy of Management Conference 2017*. EURAM Best Paper Award 2017.

<http://euramonline.org/programme2017/2017-awards.html>

Berrone, P., Ricart, J.E., Carrasco, C., (2016). The Open Kimono: Toward a General Framework for Open Data Initiatives in Cities. *California Management Review*, University of California, Berkeley. TOP10 most requested articles in 2017. Impact Factor: 3.3 (1<sup>st</sup> Quartile).

<http://journals.sagepub.com/doi/full/10.1177/0008125616683703>

Carrasco, C., Berrone, P., Ricart, J.E., (2016). Barcelona: A Roman Village Becoming a Smart City (Business Case). *IESE Publishing*.

<https://www.iesepublishing.com/barcelona-a-roman-village-becoming-a-smart-city-ingles.html>

Carrasco, C., Sobrepere, X. (2014). Open Government Data - An Assessment of the Spanish Municipal Situation. *Social Science Computer Review*. Impact Factor: 3.2 (1<sup>st</sup> Quartile).

<http://ssc.sagepub.com/content/33/5/631.short>

Berrone, P., Ricart, J.E., Carrasco, C., (2014). What City Has the Best Image? *IESE Business School*.

<https://www.iese.edu/wp-content/uploads/2019/05/What-City-Has-The-Best.pdf>

Carrasco, C., (2013). Book Review: The Car-Dependent Society: A European Perspective. *London School of Economics Review of Books*.  
<http://eprints.lse.ac.uk/54401/>

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## SELECTED CONFERENCES

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Journal of Management Studies workshop conference (Beijing). 2018. Topic: Paper Presentation “Challenges and Opportunities in the Sharing Economy”.

<http://www.socadms.org.uk/special-issue-call-papers-challenges-opportunities-sharing-economy/>

ESADE Business School – Data, Analytics & Cloud Speaker Series: Big Data and Cities (Barcelona). 2017. Topic: Dealing with Data in Cities.

<http://www.esade.edu/mailling/MSc/2018/Speaker-Series-Smart-Cities-Data.html>

Big Data Congress (Barcelona). 2017. Topic: From Concept to Project (Business Value). <https://bigdatacongress.barcelona/en/edicio-2017/>

European Chambers of Commerce Business Forum: Experiences of the technological sector (Barcelona). 2016. Topic: Foreign Investment in Catalonia. <http://www.britishchamberspain.com/foro-camaras-comercio-europeas-sector-tecnologico.html>

XV Public-Private Partnerships Colloquium: The Frontiers of the Digital Economy (Barcelona). 2016. Topic: Open Data, business opportunities? <http://www.iese.edu/es/claustro-investigacion/eventos/ppsrc-fronteras-economia-digital>

United Nations Economic Commission for Europe (UNECE) Smart Sustainable Cities Financing Forum (Liechtenstein). 2016. Topic: Identifying financing sources for emerging technologies in cities.

[http://www.unece.org/fileadmin/DAM/hlm/Meetings/2016/11\\_08/agenda\\_Liechtenstein\\_SSC\\_Financing.pdf](http://www.unece.org/fileadmin/DAM/hlm/Meetings/2016/11_08/agenda_Liechtenstein_SSC_Financing.pdf)

20<sup>th</sup> Food and Beverage Industry Meeting (Barcelona). 2016. Topic: What Smart Data Can Do for the Industry?

<http://www.iese.edu/en/executive-education/industry-meetings/20-food-beverage/program/>

Big Data Week 2014, Official Conference (Barcelona). 2014. Topic: Big Data in Cities. <http://bigdataweek.com/blog/2014/03/09/conferencia-oficial-de-la-big-data-week-2014-a-barcelona/>

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## SELECTED MEDIA APPEARANCES

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Inteligencia Artificial: Soluciones para ciudades grandes y pequeñas ante la automatización de empleos

<https://www.technologyreview.es/s/10202/soluciones-para-ciudades-grandes-y-pequenas-ante-la-automatizacion-de-empleos>

Carlos Carrasco Farré, de EIXOS: "lo bueno del Data Science y Big Data es que podemos seguir jugando como cuando éramos niños":

[https://www.decideo.com/Carlos-Carrasco-Farre-de-EIXOS-lo-bueno-del-Data-Science-y-Big-Data-es-que-podemos-seguir-jugando-como-cuando-eramos\\_a1883.html](https://www.decideo.com/Carlos-Carrasco-Farre-de-EIXOS-lo-bueno-del-Data-Science-y-Big-Data-es-que-podemos-seguir-jugando-como-cuando-eramos_a1883.html)

Amazon to add second headquarters with up to 50,000 jobs in grab for talent:

<https://www.usatoday.com/story/money/2017/09/07/amazon-plans-second-headquarters-dubbed-hq-2/640861001/>

Barcelona empieza a estudiar la clonicidad de sus calles comerciales:

<http://www.lavanguardia.com/economia/20150202/54425658003/barcelona-clonicidad-calles-comerciales.html>

Barcelona Oberta pide garantizar la identidad comercial ante cadenas y locales turísticos:

<http://www.europapress.es/turismo/destino-espana/turismo-urbano/noticia-barcelona-oberta-pide-garantizar-identidad-comercial-cadenas-locales-turisticos-20170612175944.html>

La gestión de los datos abiertos, un negocio en auge:

[http://www.barcelona.cat/infobarcelona/es/my-new-post-10642\\_148166.html](http://www.barcelona.cat/infobarcelona/es/my-new-post-10642_148166.html)