

Andres Hervas-Drane

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OFFICE ADDRESS

Cass Business School
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ACADEMIC POSITIONS

Cass Business School, Senior Lecturer (Associate Professor with tenure), 2014 to present

Universitat Pompeu Fabra, Assistant Professor, 2009-2014

EDUCATION

Columbia Business School, Postdoctoral Fellow, 2008-2009

Universitat Autònoma de Barcelona, Ph.D. in Economics (Doctor Europeus), with Honors, 2009

Harvard University, Visiting Fellow, Research Associate and Teaching Fellow, 2006-2008

London Business School, Visiting Ph.D. Student, Fall 2005

Universitat Autònoma de Barcelona, Bachelor's Degree in Business Administration, 2002

RESEARCH

“Business Model Responses to Digital Piracy,” with Paolo Aversa and Morgane Evenou, **California Management Review** [Publisher](#) [Preprint](#)

“Peer-to-Peer File Sharing and Cultural Trade Protectionism,” with Eli Noam, **Information Economics and Policy** 41 15-27 [Publisher](#) [Preprint](#)

“Recommended for you: The effect of word of mouth on sales concentration,” **International Journal of Research in Marketing** 32:2 207–218 [Publisher](#) [Preprint](#)

“Competing with Privacy,” with Ramon Casadesus-Masanell, **Management Science** 61:1 229-246 [Publisher](#) [Preprint](#)

“Peer-to-Peer File Sharing and the Market for Digital Information Goods,” with Ramon Casadesus-Masanell, **Journal of Economics and Management Strategy** 19:2 333-373 [Publisher](#) [Preprint](#)

“Competing Against Online Sharing,” with Ramon Casadesus-Masanell, **Management Decision** 48:8 1247-1260 [Publisher](#) [Preprint](#)

“Bandwidth Allocation in Peer-to-Peer File Sharing Networks,” with Albert Creus-Mir and Ramon Casadesus-Masanell, **Computer Communications** 31:2 257–265 [Publisher](#) [Preprint](#)

Working papers

“Strategies for Managing the Privacy Landscape,” with Ramon Casadesus-Masanell

“Big Data in the Social Media Platform,” with Ramon Casadesus-Masanell and Greg Taylor, WIP

“Strategies to Gatekeep Your Social Media Conversation,” WIP

INVITED TALKS AND PRESENTATIONS

- 2018: Ofcom, ESADE, Manchester
- 2017: IT & Software conference (Toulouse), Télécom ParisTech, Business Models workshop (SKEMA), URV, Cass Cognition in Business Models workshop (Cass)
- 2016: City Unrulyversity, Digital Economy Frontiers workshop (IESE), Strategy workshop (Cass)
- 2015: Imperial, CRES Foundations of Business Strategy conference (Olin), Economics of Advertising and Marketing workshop (Oxford)
- 2014: ICT conference (Télécom ParisTech), Carlos III, Cass, UIB, UB, Internet Search and Innovation conference (Northwestern), CRESSE, EARIE, IBE workshop (UIB)
- 2013: Communications and Media Markets workshop (EUI), TILEC Media Markets workshop (Tilburg), IT & Software conference (Toulouse), ZEW ICT conference (Mannheim)
- 2012: Rigorous Theories of Business Strategies conference (Max Planck), Internet Search and Innovation conference (Northwestern), EARIE
- 2011: IESE, ZEW ICT conference (Mannheim), ICT conference (Télécom ParisTech), ZEW Online Markets workshop (Mannheim)
- 2010: Télécom ParisTech, CRES Foundations of Business Strategy conference (Olin), UAB
- 2009: IT & Software conference (Toulouse), UGC 3.0 conference (Columbia), Tele-Information brown bag (Columbia), IO & Strategy seminar (Columbia), TILEC Media Markets workshop (Tilburg)
- 2008: MIT Sloan, Real Colegio Complutense lecture, Erasmus, UPF, IESE, Market Design workshop (HBS), IIOC, Stanford GSB, INFORMS
- 2007: IIOC, EconCS seminar (Harvard), NET Institute conference (NYU), Economics of Organizations brown bag (Harvard), Ultrabroadband Networks conference (Columbia), AOM, EconCS seminar (II) (Harvard)
- 2006: ACM Economics and Computation workshop (Michigan)
- 2005: Bosphorus Workshop on Economic Design, CoCombine conference (Cambridge), London Business School

TEACHING**Cass Business School, Instructor**

Business Economics, Undergraduate	Fall 2018
Business Economics, Executive MBA (teaching evaluations: 4.5/5)	Fall 2014-2017
Introduction to Microeconomics, Undergraduate (teaching evaluations: 4.3/5)	Fall 2015-2017
Business Economics, MSc Management (teaching evaluations: 4.2/5)	Fall 2015

Universitat Pompeu Fabra, Instructor

Strategy, Economics & Business Administration Majors	Spring 2010-2014
Business Economics, Economics & Business Administration Majors	Fall 2009, 2013
IT Strategy, Master in ICT Strategic Management	Spring 2013
Strategy, Master in Management	Spring 2011

Harvard University, Teaching Fellow

EC1818 Economics of Discontinuous Change (2 Sections)	Spring 2008
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Universitat Autònoma de Barcelona, Teaching Assistant

Political Economy, Political Science Major	Spring 2006
Economics of the Public Sector, Political Science Major	Spring 2006
Advanced Macroeconomics II, Economics Major	Spring 2005
Introductory Microeconomics, Aeronautical Engineering Major	Spring 2005
Econometrics, Business Administration Major	Fall 2003
Econometrics, Economics Major	Fall 2003

THESIS SUPERVISIONS

- PhD:** (Cass) Sungu Ahn
- MBA:** (Cass) Nikolaos Sakiotis, Georgios Paizanis, Conor Begley, Panta Pratipatpong, Sergey Bobryshev, Bartek Polakowski, Robert Johnson
- MSc:** (Cass) Saskia Freund, Andrea Feoli, Anastasia-Marie Ktena, Daniel Lippitsch, Will Marshall, Kien Nguyen, Matthew Stagnetto, Junxian Ma, Md Saifur Rahman, Vitsonuo Rio
(UPF) Sabino Navarro, Sara Reinhardt, Gonçalo Vieira de Freitas
- UG:** (Cass) Yousif Al-Najafi, Alexei Biniashvili, Calvin Chuong, Aleksandr Sokolov, Osama Abulkheir, Rosie Bale, Sang Kim, Priyank Koshiya, Hongfeng Tao, Alvin Thomas, Abdulrahman Abulfateh, Theodore Chan, Wenwen Jiang, Ivan Komarov, Zee-Jie Ng, Kyaw-Soe Lwin, Kevin Schumacher, Lin-Thu-Zar Win, Ali AlHashmi, Ajay Chotai, Giacomo Costantini, Nilkanth Kasvala, Anders Kongsbak, Gabriel Simion, Muhammad Sodagar, Yilin Zhou
(UPF) Javier Vidal Quadras

TEACHING MATERIALS

- “Peer-to-Peer File Sharing and the Market for Digital Information Goods,” with Ramon Casadesus-Masanell and Jordan Mitchell, Harvard Business School Case 706-479 [Publisher](#)
Highly commended, CEEMAN Case Writing Competition 2007
- “Peer-to-Peer File Sharing and the Market for Digital Information Goods (Teaching Note),” with Ramon Casadesus-Masanell and Jordan Mitchell, Harvard Business School Teaching Note 706-487 [Publisher](#)

NON-REFEREED OUTPUTS

- “Educación en línea: Cómo materializar su gran potencial,” Observatorio de las Ideas, March 2016
- “Hacerlo bien en las redes sociales incrementa el valor bursátil de la acción,” Observatorio de las Ideas, November 2014
- “Why Companies Should Compete for Your Privacy,” HBS Working Knowledge, May 19 2014
- “Delivering the Digital Goods: iTunes vs Peer-to-Peer,” HBS Working Knowledge, April 16 2007

RESEARCH AFFILIATIONS

- Columbia Institute for Tele-Information**, Research Fellow, 2009 to present
- IESE Public-Private Sector Research Center**, Research Fellow, 2010-2014
- Barcelona GSE**, Affiliated Professor, 2009-2014

REFEREE SERVICES

- Grants: European Research Council (ERC Starting Grants)
- Journals: Management Science, MIS Quarterly, Marketing Science, International Journal of Research in Marketing, Strategic Management Journal, Journal of Economics and Management Strategy, Long Range Planning, Academy of Management Discoveries, Information Economics and Policy, Berkeley Electronic Journal of Theoretical Economics, Spanish Economic Review, Computer Communications
- Conferences: ICIS, HICSS, ICEC

HONORS, SCHOLARSHIPS AND FELLOWSHIPS

Spanish Ministry of Science and Innovation grant ECO2011-28965	2013-2015
Spanish Ministry of Science and Innovation grant ECO2009-11307	2010-2012
Generalitat de Catalunya grant 2009 SGR 1431	2010-2013
Graduate Scholarship, Caja Madrid Foundation	2008-2009
NET Institute Summer Research Grant, New York University	Summer 2007
Real Colegio Complutense Fellowship, Harvard University	2006-2008
NET Institute Summer Research Grant, New York University	Summer 2006
Doctoral Scholarship, Spanish Ministry of Education	2003-2006
Doctoral Scholarship, Universitat Autònoma de Barcelona	Fall 2002
International Cooperation Scholarship, Spanish Agency for International Cooperation	Summer 2002
Undergraduate Fellowship, Spanish Ministry of Education	1998-2002

IT SKILLS

Analyst-Programmer, Grupo CMC, 1998-2002,
Designed, developed, and deployed customized database applications for SMEs

Technical degree in software development (2-year program), 1998

Languages: C, SQL, Mathematica