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Daniel Martínez

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Advisor: Esteve Almirall

Research Group: Institute for Innovation and Knowledge Management (IIK)

Research Interests:

→ Strategy and competitive advantages in services
→ Artificial intelligence (AI) and digital technologies
→ Knowledge-intensive business services
→ Knowledge and innovation management

Short Bio:

Daniel is a PhD Candidate in the Institute for Innovation and Knowledge Management at Esade Business School. His research focuses on strategy, organizational behavior, and innovation management in knowledge-intensive business services (KIBS), with a particular emphasis on legal and consulting. His interests are in emerging technologies, especially generative AI, and how it reshapes professional work, firm strategy, and organizational structures in KIBS. His current projects explore how AI reconfigures value creation and competitive advantage in professional service firms, and how these shifts transform their internal structures and market dynamics. Prior to joining academia, Daniel spent nearly two decades in management consulting across global and boutique firms, advising international clients. He holds a degree in computer science and an Executive MBA from Esade.