

Faculty Information

RUIZ-NAVAS Santiago

■ Specialization:

Entrepreneurship, Innovation and Operations Management (EIM)

■ Research Area:

In the seminar, we work on various themes; in short, you will work on a theme that you want to learn, or that is crucial to your career path after graduation. I have topics of my preference, such as how to use AI in Games to Improve Entrepreneurship, Scientometrics, analyzing how emerging information technologies impact society. but in the end is about you. My research strengths lie in quantitatively analyzing papers, patent data, combining it with other data sources to study how technology impacts society. This is useful for those looking for R&D, product development positions or to start setting up an academic career in Management of Technology and Innovation.

■ Keywords:

Management of Innovation, Emerging Information Technologies, Natural language processing, Patent analysis, Network analysis, Data analytics, technology for social good.

■ Seminar Topic:

The one of your choice. Just consider freedom comes with responsibility. The farther your topic is from my knowledge the less advantage you get from working with me.

■ Seminar Teaching Method:

for the MBA we are together three semesters. It is fast.

- **First semester:** intense work every week to master how to do scoping reviews, while we do this, we develop your research topic if you already have it, even better.
- **Second semester:** I expect all to have finished the scoping review thus having a clear path and idea of your research objectives, method and data you will require. So, this semester is to refine and gather some beautiful data to conduct analysis. (this semester you will have a work in progress presentation where you will show the results of the first and second semesters of work)
- **Third semester:** thesis writing and happiness? Hopefully.

■ Possible Research Topics for Students:

Current research topics by other students

- Sustainable business models
- AI (LLM powered tools) for education, what works and what does not.
- Fear as a tool to motivate workers, does it work, if yes when and how?
- AI (LLM powered tools) in human resources selection.

My research:

- Using LLM powered tools in games to foster entrepreneurial skills.
- How LLMs fit in reproducible research pipelines, opportunities and limitations, in the case of scoping reviews and patent and scientific paper analysis.
- LLM generated synthetic data, when does it works for marketing and human resources management research.

■ Research Method:

I am strict in methods, when I do not have the expertise, I consult with those who do, and I expect proper implementation of the method of your choice.

My preference is a mix of solid quantitative, supported by primary data such as interviews.

■ Research Projects for Supervision:

- Master's Thesis
- Business Plan.
- If you do not see what you want to do and still are super interested in working with me, we can talk but I will focus mainly on these two. I look for commitment.

■ Comments:

I give my students freedom as you can see, but as Uncle Ben (Spider man reference) said, "with a big power comes a big responsibility," so I expect work, commitment and good results. Things do not have to be perfect, is okay to change topics, to feel frustrated at times, it might happen, the important thing is that you will have my support and those of your other seminar companions, if you work hard and smart you will have a successful experience in my seminar.

■ APU Researcher Database:

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