

DAVID ALEJANDRO DÍAZ SOLIS

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EDUCATION

Post Graduate Studies

- **THE UNIVERSITY OF MANCHESTER, MANCHESTER BUSINESS SCHOOL**
 - **Ph.D. Business Intelligence**, 2007-2011.
 - Thesis: “Financial Market Monitoring and Surveillance Systems Framework: A Service Systems and Business Intelligence Approach”.
 - Graduated with Minor Corrections - A2.
- **UNIVERSIDAD DE CHILE, FACULTAD DE ECONOMÍA Y NEGOCIOS, ESCUELA DE POSTGRADO**
 - **Master in Finance**, 2004-2005.
 - Thesis: “Forecasting Gold Prices Changes: Rolling and Recursive Artificial Neural Networks Models”.
 - Graduated with Maximum Distinction.
- **PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE, ESCUELA DE INGENIERIA, FACULTAD DE INGENIERIA**
 - **Diplomado en Big Data**, 2018.
 - Graduated with a grade of 6.5 out of 7.0.

Under Graduate Studies

- **UNIVERSIDAD DE CHILE, FACULTAD DE ECONOMÍA Y NEGOCIOS**
 - **Ingeniero Comercial**, Business Administration, 2000-2002.
 - Graduated with Distinction.
- **UNIVERSIDAD DE CHILE, FACULTAD DE ECONOMÍA Y NEGOCIOS**
 - Licenciado en Cs. Económicas y Administrativas, BBA in Economy and Management, 1998-1999.
 - Graduated with Distinction.

ACADEMIC LEADERSHIP ROLES

UNIVERSIDAD DE CHILE, BUSINESS SCHOOL (FEN), DEPARTMENT OF BUSINESS ADMINISTRATION

- **Associate Professor.** Current.
- **Academic Co-Director**, Master in Business Analytics (Joint Programme with FCFM, Universidad de Chile).
- **Director**, Master in Business Administration, Evening Version. 2023-Current
- **Director**, Business Analytics Certificate (Joint Programme with MIT Sloan). 2024-Current
- **Director**, Data Analytics Certificate (Joint Programme with MIT Sloan and FCFM). 2018-2023
- **Council Member**, Department of Business Administration, Board of Advisors to the Head of the Department. 2018-2023
- **Council Member**, Faculty Board of Advisors to the Dean. 2023- Current

ACADEMIC CAREER TRACK

- **UNIVERSIDAD DE CHILE, BUSINESS SCHOOL (FEN), DEPARTMENT OF BUSINESS ADMINISTRATION**
 - **Associate Professor.** Current.
- **CAMBRIDGE UNIVERSITY, CAMBRIDGE SERVICE ALLIANCE, UK**
 - **Researcher Collaborator**, 2019-Current.
 - Research on machine learning for cross-cultural customer analysis and AI applications. <https://cambridgeservicealliance.eng.cam.ac.uk/staff/dr-david-diaz>
- **ARISTOTLE UNIVERSITY OF THESSALONIKY, DATA ENGINEERING LAB, GREECE**
 - **Visiting Academic Researcher**, 2017. Publication Chair for the 19th IEEE Conference on Business Informatics.
- **THE UNIVERSITY OF MANCHESTER, MANCHESTER BUSINESS SCHOOL, UK**
 - **Honorary Research Fellow**, 2016. Investigated Big Data and Analytics in business models.
 - **Doctoral Researcher**, Centre for Service Research, 2007-2011. Research on information management in service-oriented economies.

RESEARCH

Areas of Interest

- Data Analytics and Generative AI.
- Big Data, Machine Learning, and Artificial Intelligence.
- Consumer Engagement and Service Analytics.
- AI applied to Asset Pricing and Financial Topics.
- Service Science and Innovation.
- Multidisciplinary applications of Machine Learning.
- Management Information Systems and Knowledge Discovery.

International Journal WoS – ISI Publications

1. **Shaikh, M., Joseph, A., Zhao, H., Al Assadi, A., Bluemel, J. H., Diaz, D., & Zaki, M.** "AI Agents in Service Experience: Towards Autonomous and Conscious Agency." *Journal of Service Management* (IF 7.9; Q1 Management). **Forthcoming 2026.**
2. **Bellido de Luna, D., Martinez-Troncoso, C., & Diaz, D.** "Leveraging digital platforms for revitalisation of labour confederations: Insights from the Chilean context." *International Labour Review* (IF 2.6; Q1 Economics / Q2 Industrial Relations & Labor). **Forthcoming 2026.**
3. **Jeldes-Delgado, F., Ferreira, T. A., Diaz, D., & Ortiz, R.** (2024). "Exploring gender stereotypes in financial reporting: An aspect-level sentiment analysis using big data and deep learning." *Heliyon*, 10(20). IF 4.0, Q2 Multidisciplinary.
4. **Paredes, V., Pino, F. J., & Díaz, D.** (2024). "Does facial structure explain differences in student evaluations of teaching? The role of fWHR as a proxy for perceived dominance." *Economics & Human Biology*, 54, 101381. IF 3.56, Q2 Economics.
5. **Núñez Delafuente, H., Astudillo, C. A., & Díaz, D.** (2024). "Ensemble Approach Using k-Partitioned Isolation Forests for the Detection of Stock Market Manipulation." *Mathematics*, 12(9), 1336. IF 2.4, Q2 Mathematics.
6. **Olavarrieta, S., & Diaz, D.** (2021). "The strong need for extended research and replications in Latin American and emerging markets." *Journal of Business Research*, 127, 384-388. IF 10.969, Q1 Business.
7. **Diaz, D., Ruiz, J. L., & Tapia, P.** (2021). "The role of pension knowledge in voluntary pension and banking savings in Chile." *Academia Revista Latinoamericana de Administración*, 34(4), 545-560. IF 1.369, Q4 Business.
8. **Espinoza-Benavides, J., Guerrero, M., & Díaz, D.** (2021). "Dissecting the ecosystems' determinants of entrepreneurial re-entry after a business failure." *European Business Review*, 33(6), 975-998. IF 4.2, Q1 Business.
9. **Figuroa, O., Muñoz-Reyes, J. A., et al., & Diaz, D.** (2020). "Testing strategic pluralism: The roles of attractiveness and competitive abilities to understand conditionality in men's short-term reproductive strategies." *PLoS ONE*, 15(8). IF 3.752, Q2 Multidisciplinary.

10. **Muñoz-Reyes, J. A., Polo, P., et al., & Diaz, D.** (2020). "The Male Warrior Hypothesis: Testosterone-related Cooperation and Aggression in the Context of Intergroup Conflict." *Scientific Reports*, 10(1). IF 4.996, Q2 Multidisciplinary.
11. **Espinoza-Benavides, J., & Díaz, D.** (2019). "The entrepreneurial profile after failure." *International Journal of Entrepreneurial Behaviour and Research*, 25(8), 1634-1651. IF 5.995, Q2 Business.
12. **Kausel, E. E., Ventura, S., Vargas, M., Diaz, D., & Vicencio, F.** (2018). "Does facial structure predict academic performance?" *Personality and Individual Differences*, 129, 1-5. IF 3.995, Q2 Social Psychology.
13. **Theodoulidis, B., Diaz, D., Crotto, F., & Rancati, E.** (2017). "Exploring corporate social responsibility and financial performance through stakeholder theory in the tourism industries." *Tourism Management*, 62, 173-188. IF 12.879, Q1 Management.
14. **Kunz, W., Aksoy, L., Bart, Y., Heinonen, K., Kabadayi, S., Ordenes, F. V., Díaz, D., & Theodoulidis, B.** (2017). "Customer engagement in a Big Data world." *Journal of Services Marketing*, 31(2), 161-171. IF 5.246, Q2 Business.
15. **Diaz, D., Theodoulidis, B., & Dupouy, C.** (2016). "Modelling and forecasting interest rates during stages of the economic cycle: A knowledge-discovery approach." *Expert Systems with Applications*, 44, 245-264. IF 8.665, Q1 OR & Management Science.
16. **Diaz, D., Theodoulidis, B., & Sampaio, P.** (2011). "Analysis of stock market manipulations using knowledge discovery techniques applied to intraday trade prices." *Expert Systems with Applications*, 38(10). IF 8.665, Q1 OR & Management Science.
17. **Zaki, M., Theodoulidis, B., & Diaz, D.** (2011). "'Stock-Touting' Through Spam Emails: A Data Mining Case Study." *Journal of Manufacturing Technology Management*, 22(6), 770-787. IF 8.144, Q1 Management.

International Journal Scopus / Others

- **Díaz-Ledezma, C., Díaz-Solís, D., et al.** (2021). "Premio de Investigación SCHOT 2020: desarrollo y validación de un modelo multivariados de predicción de estadía hospitalaria..." *Revista Chilena de Ortopedia y Traumatología*, 62(03), e180-e192.
- **Cancino, C. A., Merigo, J. M., Torres, J. P., & Diaz, D.** (2018). "A bibliometric analysis of venture capital research." *Journal of Economics, Finance and Administrative Science*, 23(45), 182-195.
- **Parisi, A., Parisi, F., & Díaz, D.** (2008). "Forecasting gold price changes: Rolling and recursive neural network models." *Journal of Multinational Financial Management*, 18(5), 477-487.
- **Parisi, A., Parisi, F., & Díaz, D.** (2006). "Modelos de Algoritmos Genéticos y Redes Neuronales en la Predicción de Indices Bursátiles Asiáticos." *Cuadernos de Economía*, 128(43), 251-284.

Work in Progress (Sorted by Completion Rate)

1. **Díaz, D., Silvestre, C., & Astudillo, C.** "Modeling and Predicting the Yield Curve of the Chilean Bond Market through Multi-output LSTM." *Expert Systems with Applications*.
2. **Zaki, M., & Díaz, D.** "From Text to Video: Predicting Consumer Engagement with Multimodal Content in the Sports Domain." *Management Science*.
3. **Díaz, D.** "On the microfoundations of Director Networks." Target: *Journal of Business Research*.
4. **Díaz, D., & Nuñez, H.** "Estimation of Term Structure in illiquid markets with Sparse Matrix Factorization." Target: *Finance Research Letters*.
5. **Díaz D., Morales, A., Escobar, A., & Yoma, N. B.** "Analysis for SP500 stocks. A test of predictability and profit." Target: *Finance Research Letters*.
6. **Martínez, C., Díaz, D., & Zaki, M.** "A Customer Churn Management Methodology using the Voice of the Customer: A Text Mining Approach".
7. **Zaki, M., & Díaz, D.** "Collectives in Social Media: Predicting their brand engagement using Deep Learning methods".
8. **Díaz, D., Barrientos, R., & Quinteros, E.** "Travel Conversion Prediction and Incentive Spending Efficiency Analysis through Machine Learning." Target: *Decision Support Systems Journal*.
9. **Castillo, X., Diaz, D., & Martínez, C.** "Predicting review rating using Deep learning. Restaurant sector." Target: *Journal of Hospitality, Marketing and Management*.
10. **Martínez, C, Barra, C., & Díaz, D.** "Predicting Review Usefulness using Deep Learning/Images." *Journal of Hospitality, Marketing and Management*.
11. **Raddatz, C., Braun, M. Ferreira, T., & Díaz, D.** "Visual Information on FWP and its effects on abnormal returns at IPOs".
12. **Díaz, D., & Peña, T.** "Modelling Stock Market Prices Direction using LSTM." Target: *Machine Learning with Applications Journal*.
13. **Leiva, P., Ugarte, S., Marin, A., & Díaz, D.** "For who merit-based HRM practices matters? A people analytics approach...".
14. **Alvarado, J., Benavides, C., & Díaz, D.** "Optimizing a Predictive Model of Colorectal Cancer through Data Science." Target: *Plos One*.

BOOKS & CHAPTERS

- **Martínez, C., & Díaz, D.** (2025). "How Service Experience Can Shape Customer Churn from a Service-Dominant Logic Perspective." In *Handbook of Service Experience*. Edward Elgar Publishing. ISBN: 978-1-0353-0018-1.
- **Villaroel, F., Díaz, D., & Herhausen, D.** (2022). "Customer experience measurement: implications for customer loyalty." In *Handbook of Research on Customer Loyalty*. Edward Elgar Publishing. ISBN: 9781800371637.
- **Zaki, M., Theodoulidis, B., & Díaz, D.** (2018). "Ontology-Driven Framework for Stock Market Monitoring and Surveillance." In *Handbook of Global Financial Markets Transformations*. ISBN: 978-981-3236-64-6.
- **Díaz, D., Torres, J. P., & Etchebarne, M.** (2016). *Dinámicas de la Innovación Made in Latam*. Facultad de Economía y Negocios Universidad de Chile. ISBN: 978-956-7119-82-0.

- **Díaz, D.** (2016). "Tecnologías de Información y Comunicaciones (TICS) e Innovación" in *Dinámicas de La Innovación Made in LATAM*.
- **Díaz, D. & Zaki, M.** (2016). "Lo Big y lo no tanto" in *Dinámicas de La Innovación Made in LATAM*.
- **Theodoulidis, B., Strickland, S., & Díaz, D.** (2012). "Innovation Perspectives of a Personal Financial Services Call Centre." In *Case Studies in Service Innovation*. Springer. ISBN 978-1-4614-1971-6.

CONFERENCE PRESENTATIONS & PROCEEDINGS

- **Díaz, D.** (June 2025). "Can Large Language Models Predict Credit Risk? An Empirical Study on Consumer Loans in Chile." *EURO 2025-European Conference on Operational Research*, Leeds, UK.
- **Díaz, D.** (January 5, 2025). "Can Large Language Models Predict Credit Risk?" *Workshop in Management Science 2025*, Pucón, Chile.
- **Díaz, D.** (September 24, 2024). "AI Agents in Service Experience: Towards Autonomous and Conscious Agency." *Cambridge Service Management PhD Forum*, UK.
- **Zaki, M., & Díaz, D.** (2023). "The application of AI to revolutionize brand's social media and customer engagement strategy." *AMA Global SIG*, Santiago, Chile.
- **Díaz, D., & Peña, T.** (2023). "Comparing LSTM, ARIMA, and MLP Models for Stock Price Prediction..." *IFORS 2023*, Santiago, Chile.
- **Zaki, M., & Díaz, D.** (2022). *Frontiers in Service*, Boston, USA.
- **Zaki, M., & Díaz, D.** (2022). *AIRSI Conference*, University of Zaragoza, Spain.
- **Martínez, C., Díaz, D., & Theodoulidis, B.** (2018). *BAFI Conference*, Santiago and *Management Science Workshop*, Pucón.
- **Díaz, D.** (2017). "The Impact of Quote Stuffing in High Frequency Trading." *BALAS*, Santiago.
- **Díaz, D.** (2016). "Techniques for Surveillance and Monitoring of Financial Markets." Keynote speaker, São Paulo, Brazil.
- **Díaz, D., & Yañez, J.** (2015). "Customer Feedback Analysis: LAN-LATAM Contact Center Complaints." *11th International Seminar Fundación COPEC-UC*, Santiago.
- **Golmohammadi, K., Zaiane, O. R., & Díaz, D.** (2014). "Detecting stock market manipulation using supervised learning algorithms." *IEEE DSAA 2014*, 435-441.
- **Díaz, D., Theodoulidis, B., & Shahgholian, A.** (2013). *15th IEEE Conference on Business Informatics*, Vienna, Austria.
- **Díaz, D., Theodoulidis, B., & Abioye, E.** (2013/2012). *CBI 2013 and SRII Global Conference*, San Jose, USA.
- **Zaki, M., Díaz, D., & Theodoulidis, B.** (2012). *SRII Global Conference*, San Jose, USA.
- **Díaz, D., & Araya, A.** (2012). *CSSI'12 Workshop at CAISE'12*, Gdańsk, Poland.
- **Theodoulidis, B., Zaki, M., & Díaz, D.** (2012). *Frontiers in Service*, University of Maryland, USA.
- **Díaz, D., Theodoulidis, B., & Zaki, M.** (2011). *EURAM 2011*, Tallinn, Estonia.
- **Zaki, M., Díaz, D., & Theodoulidis, B.** (2011/2010). *SRII Global, AMCIS 2010* (Lima), and *Kaunas* (Lithuania).

- **Díaz, D., Theodoulidis, B., & Sampaio, P.** (2009). *4th European Conference on Intelligent Management Systems*, Salford, UK.

TEACHING

Postgraduate Courses

- Inteligencia Artificial Generativa, Magíster en Analítica de Negocios, FEN - Universidad de Chile.
- Machine Learning, Magíster en Analítica de Negocios & MSc Finance, Universidad de Chile.
- Fundamentals of Machine Learning, Data Analytics Certificate MIT Sloan, Universidad de Chile.
- Business Intelligence and Datamining for Finance, MSc Finance, Universidad de Chile.
- Decision Models and Statistics / Investment / Corporate Valuation, MBA for the Americas, Universidad de Chile.

Undergraduate Courses

- Business Intelligence and Analytics, Universidad de Chile.
- Management Information Systems, Universidad de Chile.
- Fixed Income in Chile & Technical Analysis, Universidad de Chile.

Seminars & Executive Education

- Fraud Detection, Service Analytics, Data Mining, Financial Simulation, Project Evaluation, etc..

Graduate Teaching Assistant (Manchester Business School)

- Digital Technologies for Marketing (2009-12), Business Databases (2008-09), Business Intelligence, and others.

SCHOLARSHIPS & AWARDS

- **2022:** 1000 citations measured by Google Scholar.
- **2022-2019:** Top 10% of Authors on SSRN by all-time downloads.
- **2020:** Best Research Award, Chilean Society of Orthopedics and Traumatology (SHOT 2020).
- **2018:** Highly Commended Award, Emerald Journals - Journal of Services Marketing.
- **2018-2017:** Recognition for high-impact ISI-WOS Publication, University of Chile (176th & 175th Anniversary).
- **2016:** Best paper award, ENEFA 2016 (Teaching Cases track).
- **2016:** Award for best paper, CLADEA 2016 (Technological Management track).

- **2015:** Award for best lecturer, Administration Department, FEN - University of Chile.
- **2012:** Best Paper, CSSI'12 Workshop at CAISE'12.
- **2007-2011:** President of the Republic scholarship for doctoral studies abroad.
- **2005:** Award for best paper, CLADEA 2005 (Finance track).

CONSULTING & GRANT FUNDING

- **Comité de Retail Financiero**, Asesor Estadístico. January 2013-Current.
- **SGS Climate Change Programme**, Expert Auditor. September 2007-2011.
- **AMCHAM Chile**. Appointed President of the Artificial Intelligence Committee American Chamber of Commerce Chile. 2021

Selected Grants & Projects

- **LSPS - BID (2021):** Project Member. Funding \$US10.000 for pension knowledge research in Chile.
- **PAI-FEN (2020):** Investigador Responsable. \$7.000.000 for AI tools in customer feedback analytics.
- **World Bank (2014):** Project Member. \$US40.000 for Innovation Challenge Fund using machine learning for job generation patterns.
- **"IN-GRID" JISC (2011-2012):** Project member. Business Intelligence project for environmental decision making, University of Manchester.

Technical Reports & Industry Projects

- **ISAPRE Banmédica y Vida Tres (2024-2025):** Economic impact study of the Supreme Court health system ruling.
- **HSBC Bank, Chile:** Forex trading modelling using machine learning.
- **Baltic Exchange, London:** Analysis of the Baltic Exchange Dry Index (BDI) using Data Mining.
- **Costanera Norte, Chile:** Bond Issuing and Long Term Debt restructuring.
- **Banco de Crédito e Inversiones (BCI):** Default Prediction and Yield Curve Forecasting using AI.
- **Mutual Fund Association of Chile:** Fixed Income Valuation.
- **Integrámedica Chile:** Valuation of Subsidiaries.
- **Ministry of Public Works of Chile:** Expert opinion for Tribasa BancoMext trial.
- **INDAP, Chile:** Credit risk analysis for Small Farms owners.

PERSONAL INFORMATION

- **Citizenship:** Chilean
- **Day of Birth:** December 15th, 1979
- **Passport:** 13.685.352-K
- **Marital Status:** Married
- **Languages:** Spanish (native) – English (advanced)
- **References:** Provided on request