

MANUEL FRANCISCO SUÁREZ BARRAZA

Ph.D. in Management Science



National Research System in Mexico from 2010

Associate Professor of UDLAP

E-mail:

Manuel.suarez@udlap.mx

mbarraza@miempresa.com

Some personal information: Two children in my life, a precious daughter of fourteen and a strong male of twelve. Some of my hobbies in my personal life are building model airplanes, conducting small experiments in chemistry and biology, reading science books, archeology, astronomy and history, as well as solving algebraic equations. In sports, aquatic activities related to the sea (water-scooter, diving, snorkel, etc.), mountaineering, American football, weights and Aikido.



Every part of my life has always been oriented on a path set by me, a few years ago, that is, my personal vision: To achieve professional and integral development in work and as a person; sharing and transmitting my knowledge and experiences in the organizations where I work, always looking to be happy, productive and professional in my life, to bring the best of myself to my country and my world

UNIVERSITY:

Universidad de las Américas de Puebla (UDLAP)

RANK:

Associate Professor

ADMINISTRATIVE RESPONSIBILITY:

Academic Director of International Business Management Department, School of Business and Economics

STATUS:

Participating – Scholarly Academic

NAME OF DEPARTMENT:

International Business Administration

PERSONAL INFORMATION

HIGHEST DEGREE EARNED:

Name of Degree:	Ph.D. Management Science
Year Conferred:	2008
Principal Academic Unit:	ESADE Business School
Degree-Granting Institution:	Ramon Llull University
Major Field of Study:	Operation & Innovation Management
Minor Field of Study:	
Dissertation Title:	“Sustainability of Continuous Process Improvement. A Study in Spanish Municipal Town Council”

PROFESSIONAL EXPERIENCE:

Academic Director of Universidad de las Américas Puebla (UDLAP) and Full Professor & Researcher	January 2015- February 2020
Ph.D. Management Science Program Director EGADE BUSINESS SCHOOL, INSTITUTO TECNOLOGICO Y DE ESTUDIOS SUPERIORES DE MONTERREY (ITESM)	April-October 2014
Full Professor & Researcher EGADE BUSINESS SCHOOL, ITESM	August. 2008-April 2014
Process Engineering and Human Resource Manager PEMEX Exploration and Production. South Region	August 1996- June 2004
Line Production Supervisor Marinela, BIMBO Corporation	January-August 1996
Kaizen Training Toyota Motor Corporation in Japan Master Degree in CHU-SAN-REN Nagoya and Sophia University (JICA Training Course)	August-December 1995 January-December 1995
Human Resource Project Manager Economy Secretary, Tabasco Government	January and August 1993

INTELLECTUAL CONTRIBUTIONS

PEER REVIEW INDEXED ARTICLES

1. Suarez-Barraza, M.F., and Miguel Davila, J.A., (2021), "Exploring Fayol's management process in a traditional Mayan dance (Pochó Dance): an ethnographic study", *Asia-Pacific Journal of Business Administration*, Early Cite. On-line.
2. Suárez-Barraza, M.F., Miguel-Dávila, J.A., Morales-Contreras, M.F., "Application of Kaizen-Kata methodology to improve operational problem processes. A case study in a service organization", *International Journal of Quality and Service Sciences*, Vol. 13, No. 1, pp. 29–44. *Indexed in SCOPUS*.
3. Suárez-Barraza, M.F., and Abreu Pederzini, G. (2020) "JUST LET US BE: DOMINATION, THE POSTCOLONIAL CONDITION AND THE GLOBAL FIELD OF BUSINESS SCHOOLS", *Academy of Management Learning and Education (AMLE)*, Vol. 19, No. 1, pp. 40–58.
4. Vo, B., Kongar, E. and Suárez-Barraza, M.F., (2020), "Cause Problem Solving in an Industry 4.0 Context", *IEEE Engineering Management Review*, Early Access Article. *Indexed in SCOPUS*.
5. Suárez-Barraza, M.F., Rodríguez-González, F., Stanley, H., (2020), "Finding Kaizen core values in AACSB standards accreditation: a conceptual study", *Total Quality Management and Business Excellence*, Vol. 30 No. 1 Supplement, Pages S53-S73. *Indexed in SCOPUS*.
6. Vo, B., Kongar, E. and Suárez Barraza, M. (2019), "Kaizen event approach: a case study in the packaging industry", *International Journal of Productivity and Performance Management*, Vol. 68 No. 7, pp. 1343-1372. *Indexed in SCOPUS*.
7. Suárez-Barraza, M. and Rodríguez-González, F. (2019), "Cornerstone root causes through the analysis of the Ishikawa diagram, is it possible to find them? A first research approach", *International Journal of Quality and Service Sciences*, Vol. 11 No. 2, pp. 302-316. *Indexed in SCOPUS*.
8. Suárez Barraza, M.F., Rodríguez-González, F. and Miguel-Dávila, J.A. (2018) "Introduction to the special issue on Kaizen: an ancient operation innovation strategy for organizations of the XXI century", *The TQM Journal*, Vol. 30 Issue: 4, pp.250-254. *Indexed in SCOPUS*.
9. Alvarado-Ramírez, K., Pumisacho-Álvaro, A., Miguel-Davila, J.A., Suárez-Barraza, M.F., (2018) "**Kaizen, a continuous improvement practice in organizations: A comparative study in companies from Mexico and Ecuador**", *The TQM Journal*, Vol. 30 Issue: 4, pp.255-268. *Indexed in SCOPUS*.

10. Suárez-Barraza, Manuel F., Dahlgaard-Park, Su Mi, Rodríguez, F. and Durán, C. (2016), **"In search of MUDA through the TKJ Diagram"**, *International Journal of Quality and Services Science*, Vol. 8, Issue. 3, pp. 377-394. *Indexed in SCOPUS*.
11. Suárez-Barraza, Manuel F., Miguel-Dávila, José A. and Vasquez, Fabiola (2016), **"Supply Chain Value Stream Mapping. A new tool of operation management"** *International Journal Quality and Reliability Management*, Vol. 33, Issue. 4, pp. 518-534. *Indexed in SCOPUS*.
12. Suárez-Barraza, Manuel F., and Damián Irma Elia (main author) (2015), **"Innovación de Procesos en la gestión turística: Una revisión de literatura"** *Intangible Capital*, Vol. 11, Issue 2, pp. 147-165. *Indexed in SCOPUS*.
13. Suárez-Barraza, Manuel F. and Rodríguez-González, Francisco (2015), **"Bringing Kaizen to the Classroom: Lessons Learned in an Operations Management Course"** *Total Quality Management and Business Excellence*, Vol. 26, Issue, 9-10, ifirst, *ISI Thompson Reuters INDEX. Impact factor: 0.894*.
14. Suárez-Barraza, Manuel F., and Damián Irma Elia (autor principal) (2015), **"Innovación de Procesos en la gestión turística: Una revisión de literatura"** *Intangible Capital*, Vol. 11, Issue, 2, pp. 147-165. *Indexed in SCOPUS*.
15. Suárez-Barraza, Manuel F. and Smith, Tricia (2014), **"The Kaizen approach within Process Innovation: Findings from a multiple-case study in Iberoamerican Countries"**, *Total Quality Management and Business Excellence*, Vol. 25, Issue, 9-10, pp. 1002-1025. *ISI Thompson Reuters INDEX. Impact factor: 0.894*.
16. Manuel F. Suárez-Barraza, Marta Zárraga-Rodríguez (main author), Carmen Jaca, M. Jesús Álvarez; and Elisabeth Viles (2014) **"Information capability under different quality management approaches"**, *Journal Globalization, Competitiveness & Governability GCG Georgetown University- Universia*. Vol. 8, Issue, 3, pp. 33-44. *Indexed in SCOPUS*.
17. Suárez-Barraza, Manuel F. and Miguel-Dávila, José A. (2014), **"Assessing the design, management and improvement of Kaizen projects in local governments"**, *Business Process Management Journal*, Vol. 20, Issue, 3, pp. 392-411. *Indexed in SCOPUS. Impact factor 0.700*.
18. Suárez-Barraza, Manuel F. and Ablanado Humberto (2014), **"Total Quality Management (TQM) principles: implementation experience from Mexican organizations"**, *Total Quality Management and Business Excellence*, Vol. 25, Issue, 5-6, pp. 546-560. *Special Issue: Excellence Models, TQM, and Performance. ISI Thompson Reuters INDEX. Impact factor 0.894*.

19. Suárez-Barraza, Manuel F. and Rodríguez-González, Francisco (2013), **"El Kaizen en el sector público. El caso de estudio de un Instituto de la Mujer en México"**, *Revista Administración, Finanzas y Economía, EGADE Business School, México*, Vol. 7, Issue, 2, pp. 43-67.
20. Suárez-Barraza, Manuel F. (2013), **"Process Innovation in local Governments: an empirical study of its continuous improvement effort"**, *Revista Brasileira de Gestao de Negocios*, Vol. 15, Issue, 47, pp. 204-220. *ISI Thompson Reuters INDEX and SCOPUS. Impact factor 0.190.*
21. Suárez-Barraza, Manuel F. and Alvarado-Ramírez, Karla (2013), **"El Kaizen-GP, un modelo gerencial para mejorar los procesos y servicios públicos"**, *La Revista Sotavento M.B.A. de la Universidad Externado de Colombia*. Issue, 21, January and June, pp. 8-23, ISSN: 01233734.
22. Suárez-Barraza, Manuel F., Ramis-Pujol, J. and Dahlgaard-Park, S.M. (2013), **"Changing quality of life through the personal Kaizen. A Qualitative Study"**, *International Journal of Quality and Service Science*, Vol. 5, Issue, 2, pp. 191-207. *Indexed in SCOPUS.*
23. Suárez-Barraza, Manuel F. and Alvarado-Ramírez, Karla (autor principal) (2012), **"Implementación de un sistema de gestión para una empresa distribuidora de productos farmacéuticos de Ecuador. Un estudio exploratorio"**, *La Revista Sotavento M.B.A. de la Universidad Externado de Colombia*. Issue, 19., January and June, pp. 64-76, ISSN: 01233734
24. Suárez-Barraza, Manuel F. and Miguel-Dávila, José A., (2012), **"El Kaizen en una organización deportiva: Un esquema de mejora continua"**, *Administración & Desarrollo*, Vol. 40, Issue, 55, pp. 61-76, *Indexed in Dialnet y Redalyc.*
25. Suárez-Barraza, Manuel F. and Ramis-Pujol, J. (2012), **"An Exploratory study of 5S: a multiple case study of multinational organizations in Mexico"**, *Asian Journal on Quality*, Vol. 13, Issue, 1, pp. 77-99.
26. Suárez-Barraza, Manuel F., Smith, T., Dahlgaard-Park, S.M. (2012), **"LEAN SERVICE: A Literature Analysis and Classification"**, *Total Quality Management and Business Excellence*, Vol. 23, Issue, 3-4, pp. 359-380. Special Issue: From Six Sigma and Lean Production to Lean Six Sigma and Lean Services. *ISI Thompson Reuters INDEX. Impact factor 0.894.*
27. Suárez-Barraza, Manuel F., Ramis-Pujol, J. and Estrada-Robles, M., (2012), **"Applying Gemba-Kaizen in a multinational food company: a process innovation framework"**, *International Journal of Quality and Service Science*, Vol. 4, Issue, 1, pp. 27-50. *Indexed in SCOPUS.*

28. Suárez Barraza, Manuel F. and Miguel-Dávila, José A., (2011 julio-septiembre). **“Implementación del Kaizen en México: Un estudio exploratorio de una aproximación gerencial japonesa en el contexto Latinoamericano”**, *INNOVAR, Journal of Administrative and Social Sciences*, Vol. 21, Issue, 41, pp. 19-37, ISI Thompson Reuters INDEX. *Impact factor 0.160*

29. Suárez-Barraza, Manuel F., Ramis-Pujol, Juan and Kerbache Laoucine (2011), **“Thoughts on Kaizen and its evolution: Three different perspectives and guiding principles”**, *International Journal of Lean Six Sigma*, Vol. 2, Issue, 4, pp. 288-308. Indexada en British Library.

30. Suárez-Barraza, Manuel F. y Ysa, Tamyko (2011), **“An empirical study of continuous process improvement (CPI) regarding public management in Spanish municipalities”**, *Administración & Desarrollo*, Vol. 39, Issue, 53, pp. 75-100. Indexed in Dialnet.

31. Suárez-Barraza, Manuel F. (2011), **“Standardization without standardization?: A case study of Toyota Motor Corporation”**, *International Journal of Product of Development*, Vol. 15, Issue, 4, pp. 157-176, Indexed in SCOPUS Impact factor 0.210

32. Suárez-Barraza, Manuel F., Ramis-Pujol, J. and Sandoval-Arzaga, F. (2011), **“Finding Kaizen approach in small Mexican Family Businesses: An exploratory study”**, *Journal of Family Business Management*, Vol 1, Issue, 2, pp. 107-129.

33. Suárez-Barraza, Manuel F., Ramis-Pujol, J., and Sandoval-Arzaga, F. (2011, Abril), **“Applying Kaizen approach in a sport football organization — a framework for Continuous Improvement Management”**, *Journal of Business Administration (JBA)*, Vol. 1, Issue, 1, pp. 12-26. Available online, Web: [http:// www.scholarly-journals.com/](http://www.scholarly-journals.com/)

34. Suárez-Barraza, Manuel F., Jaca-García, Carmen (autor principal), Viles, E., Mateo, R., and Santos, J. (2011), **“Encuesta de Sostenibilidad de Sistemas de Mejora Continua: Comparativa de dos comunidades industriales de España y México”**, *Intangible Capital*, Vol. 7, Issue, 1, pp. 143-161. Indexed in SCOPUS Impact factor 0.64

35. Suárez-Barraza, Manuel F., Castillo-Arias, Ileana, and Miguel-Dávila, José A. (2011), **“La aplicación del Kaizen en las organizaciones mexicanas. Un estudio empírico”**, *Journal Globalization, Competitiveness & Governability GCG Georgetown University-Universia*. Vol. 5, Issue, 1, pp. 60-74. Indexed in SCOPUS.

36. Suárez-Barraza, Manuel F., Ramis-Pujol, J. and Heras, M.A. (2010), **“Reflecting upon Management Systems: Content analysis and synthesis”**, *International Journal of Business Research and Management (IJBRM)*, Vol. 1, Issue, 2, November-December (20/12/2010 publicado), pp. 64-86.

37. Suárez-Barraza, Manuel F. and Sandoval-Arzaga, Fernando (autor principal) (2010). "Experts within Kaizen teams: how to get the most from their knowledge", *Development and Learning in Organizations. An International Journal*, Vol. 24, Issue,4, pp. 10-13. Indexed in SCOPUS.
38. Suárez Barraza, Manuel F. and Ramis-Pujol, J. (2010). "Implementation of Lean-Kaizen in the Human Resource Service Process: A case study in a Mexican Public Service Organization", *Journal of Manufacturing Technology Management*, Vol. 21, Issue, 3, pp. 388-410. In the Special Issue: *Transferring best practices between the manufacturing and service sectors – Part 1*. Indexed in SCOPUS. *Impact factor 0.58*.
39. Suárez Barraza, Manuel F. and Miguel-Dávila, José A. (2009) . "En la búsqueda de un Espacio de Sostenibilidad: un estudio empírico de la aplicación de la Mejora Continua de Procesos en Ayuntamientos Españoles", *INNOVAR, Journal of Administrative and Social Sciences*, Vol. 19, Issue, 35, pp. 47-64. *ISI Thompson Reuters INDEX*. *ISI Thompson Reuters INDEX*. *Impact factor 0.160*.
40. Suárez Barraza, Manuel F. and Miguel-Dávila, José A. (2008). "Encontrando al Kaizen: Un análisis teórico de la Mejora Continua", *PECVNIA Revista de la Facultad de Ciencias Económicas y Empresariales de la Universidad de León*, Issue, 7, pp. 285-311.
41. Suárez Barraza, Manuel F., Ramis-Pujol, J., and Tort-Martorell Llabrés, X. (2009). "Continuous Process Improvement: Conclusions and Recommendations", *International Journal of Quality and Service Science*, Vol. 1, Issue, 1, pp. 96-112. Indexed in SCOPUS.
42. Suárez Barraza, Manuel F., Smith, T. and Dahlgaard-Park, S. (2009). "Lean-Kaizen Public Service: An empirical approach in Spanish local governments", *The TQM Journal*, Vol. 21, Issue, 2, pp. 143-167. In the Special Issue: *Attaining Sustainability*. Indexed in SCOPUS. *Impact factor 0.634*.
43. Suárez-Barraza, Manuel F., Bou, Elena, and Cataldo, Camilo (2008). "Finding Standards, Routines and Non-Routines in Toyota Production System (TPS): Standardization without Standardization?", *Lean Manufacturing Journal-Reliable Plant Magazine*, Issue, September 09, pp. 1-32. www.reliableplant.com
44. Suárez Barraza, Manuel F. and Lingham, Tony (2008). "Kaizen within Kaizen Teams: Continuous and Process Improvements in a Spanish municipality", *The Asian Journal on Quality*, Vol. 9, Issue, 1, pp. 1-21.

45. Suárez-Barraza, Manuel F. and Ramis-Pujol, Juan (2008). "**Camino de Sostenibilidad de la Mejora Continua de Procesos en la Administración Pública. Una Comparativa de Ayuntamientos Españoles**", *Journal Globalization, Competitiveness & Governability GCG Georgetown University- Universia*. Vol. 2, Issue, 2, pp. 100-115, *Indexed in SCOPUS*.
46. Suárez-Barraza, Manuel F. and Ramis-Pujol, Juan (2008). "**Process Standardisation and Sustainable Continuous Improvement: a closer look at the application of ISO 9000 to Logroño City Council (Spain)**", *International Journal of Quality and Standards*, Paper 4 (20), Vol. 2, Issue, 1, pp. 87-121. Edition 3.
47. Suárez-Barraza, Manuel F. and Ramis-Pujol, Juan (2008). "**Aplicación y evolución de la Mejora Continua de Procesos en la Administración Pública**", *Journal Globalization, Competitiveness & Governability GCG Georgetown University- Universia*, Vol. 2, Issue, 1, pp. 74-86, *Indexed in SCOPUS*.

BOOKS

1. Hamrol, Adam, Kujawińska, Agnieszka, Barraza, Manuel Francisco Suarez (Eds.), (2019), *Advances in Manufacturing II, Volume 2 - Production Engineering and Management*. SPRINGER, Editorial. ISBN. 978-3-030-18789-7
2. Suárez Barraza, Manuel Francisco. (2015). "*El KAIZEN-COACHING*", UDLAP. Cholula, Puebla. ISBN. 978-607-7690-34-4.
3. Suárez Barraza, Manuel Francisco. (2013). "*Improvement Capsules for SME*", Gasca SICCO. México, D.F. ISBN.978-970-781-077-8.
4. Suárez Barraza, Manuel Francisco. (2013). "*Process Innovation*". 2do. Edition. Editorial Ágora Medios S.A. INDAUTOR: 03-2010-11111213800-01.
5. Suárez Barraza, Manuel Francisco. (2011). "*La Kata of Improvement*". Editorial Ágora Medios S.A. de C.V., Toluca, Estado de México, No. de Registro de INDAUTOR: 03-2011-081210265800-01.
6. Suárez Barraza, Manuel Francisco. (2010). "*Process Innovation*". 1er. Edition. Editorial Ágora Medios S.A. INDAUTOR: 03-2010-11111213800-01.

7. Suárez Barraza, Manuel Francisco. (2009). *“Kaizen-GP: The application and sustainability of the Continuous Improvement of Processes in the public management”*. Editorial Miguel Ángel Porrúa and ITESM Editorial. México, D.F. ISBN. 978-607-401-184-5.
8. Suárez Barraza, Manuel Francisco. (2008). *“Capsules of Improvement. A practical and rapid methodology to improve the competitiveness of SMEs”*. Gasca Group SICCO Editorial. México, D.F. ISBN.978-970-781-077-8.
9. Suárez Barraza, Manuel Francisco. (2007). *“KAIZEN: The philosophy of Continuous Improvement and Incremental Innovation behind Total Quality Management”*. Panorama Editorial. México, D.F., ISBN.968-38-1591-X

BOOK’S CHAPTERS

- **CHAPTER 10. Process Innovation in High-End Tourism Organizations: A Case Study in a ‘Diamond-level’ Hotel in the Riviera Maya** (Manuel Suarez-Barraza, Francisco Rodriguez-Gonzalez and Sergio Rafael Cue-Funes) in the BOOK *Entrepreneurship, Innovation and Inequality. Exploring Territorial Dynamics and Development*, 1st Edition. Edited by Vanessa Ratten, Jose Álvarez-García, Maria de la Cruz del Rio-Rama. ROUTLEDGE, Taylor & Francis.
- **The SAGE Encyclopedia of Quality and the Service Economy (2015): “Pokayoke”**, SAGE Editorial, Volume 1 and 2. London England, Editor Professor Su Mi Dahlgaard-Park, pp. 499-501. ISBN: 9781452256726.
- **The SAGE Encyclopedia of Quality and the Service Economy (2015): “Affinity Diagram”**, SAGE Editorial, Volume 1 and 2. London England, Editor Professor Su Mi Dahlgaard-Park pp. 19-22. ISBN: 9781483346366.
- **“Total Quality Management and Lean Manufacturing. Chapter 8”** in Roig, C., y Heras, M.A of the book *MBA of ESADE (2010)*. Planeta Editorial, Barcelona.

PROFESSIONAL DEVELOPMENT ACTIVITIES:

- Scientific Editor and referee in different journals:
 1. **Member of Editorial Board of International Journal of Quality and Service Science since 2017.**

2. **MAIN EDITOR OF THE SPECIAL ISSUE: *Kaizen: An ancient Operational Innovation Strategy for Organizations of the XXI Century*, in TQM Journal of EMERALD from December of 2017 to December of 2018.**
 3. Paper Reviewed: Transparencia en las Web de los ayuntamientos de las comunidades autónomas españolas. CUADERNOS DE ADMINISTRACIÓN, ABRIL 2011.
 4. Paper Reviewed: The influence of national level factors on international kaizen transfer: an exploratory study in The Netherlands. JOURNAL OF MANUFACTURING TECHNOLOGY OF MANAGEMENT. SEPTEMBER 2012.
 5. Paper Reviewed: Análisis del sistema local de innovación de la milla de conocimiento de Gijón bajo el enfoque de redes. REVISTA INNOVAR. FEBRUARY 2012.
 6. Paper Reviewed: Redesigning an assembly line through Lean Kaizen: An Indian case. TQM JOURNAL. EMERALD. JUNE 2013.
 7. Paper Reviewed: Quality and Excellence in Organizations: An Order and Cleanliness Oriented Program. TQM JOURNAL. EMERALD. JUNE 2013.
 8. Paper Reviewed: TRS como estrategia de mejora continua dentro de la filosofía Lean. REVISTA DYNA INDUSTRIAL. NOVEMBER 2013.
- EMERALD UK, TQM Journal and *International Journal Quality and Service Science* (2013)
 - EMERALD UK, *Journal Manufacturing Technology of Management*(2012).
 - EMERALD UK, *International Journal Quality and Reliability Management* (2015).

PROFESSIONAL AND COMMUNITY SERVICE ACTIVITIES:

- Visiting Professor at ICADE Business School from 2019 to 2020 in the Master Business Administration and Master International Management (MIM).
- Visiting Professor at ESADE Business School from 2006 to 2014 in the Master of Operation Management and MBA in the course of Kaizen and Lean Manufacturing.

AWARDS

1. **FIRST PLACE in 2017. CASE WRITING COMPETITION.** *Continuous improvement and Excellence in EFMD in the European Union. About the Case Study of Kaizen in Public Services.*
2. **BEST PAPER AWARD (2018).** Paper: "Cornerstone root causes through the analysis of Ishikawa's Diagram (CED diagram). Is it possible to find them? A first research approach", 20th, QMOD on Quality and Service Sciences (ICQSS), August in Copenhagen and Elsinore Denmark,
3. **BEST PAPER AWARD.** Paper: "Applying Gemba-Kaizen in multinational food company- a process innovation framework. 14th International Journal of Quality and Service Science (QMOD), 31th of august 2011. TECNUM of Navarra University, San Sebastián, Spain.
4. **BEST PhD PAPER AWARD.** Paper: "Kaizen within Kaizen Teams: Continuous and Process Improvements in a Spanish municipality" 10º Congreso en Quality Management for Organizational and Regional Development (QMOD), 18th of june 2007. **Lund University, Campus Helsingborg, Swedeen.**