

Antonio Casanueva Fernández

Professor at the Managerial Control and Information Department
Professor at the Marketing Management Department
Director of IPADE Guadalajara Campus
Member of the Board of Directors



IPADE
BUSINESS SCHOOL
UNIVERSIDAD PANAMERICANA

Academic Degrees

- PhD, Warwick Business School.
- MBA, Columbia Business School (Exchange Program).
- MBA, IPADE Business School.
- BA in Economics, Universidad de las Américas, Puebla, Mexico.

Managerial Background

- Board member of CompuSoluciones y Asociados S.A., Ferreterías Indar, and Crescere Capital del Grupo Nü3.
- Business consultant of management, marketing and accounting, 2004-up to date.
- Deputy Director, Customer Information System (CIS) and Operations, HSBC, 2001-2004.
- Deputy Director, Mortgages, Grupo Financiero BITAL, 1996-1999.
- Analyst at the International Division, Banco Central Hispano, 1995.
- General Manager, Professional Baseball Club “Pericos de Puebla,” 1993-1995.

Publications and Awards

Books:

- *Radicalismo y Tauromaquia*. Letrame Grupo Editorial, 2021.
- *Maximización de Valor*. Pearson, 2012 (with Julián Sánchez, Cuahtémoc Valadez, and Ileana Villanueva).
- *La economía mexicana y los ferrocarriles (1910-1920)*. Editorial las Ánimas, 2014 (with Víctor Mata Temoltzin).

Book chapters:

- "Performance Measurement Systems in Organizations: A Good Measurement Should Tell a STORY". *Strategy, Power and CSR: Practices and Challenges in Organizational Management*. Emerald Publishing Limited, 2020 (with Juan Romero-McCarthy and Erika Daniela Garza-Leal).
- "Value Systems and Their Influence on Managerial Mindsets and Managers' Volitions". *Strategy, Power and CSR: Practices and Challenges in Organizational Management*. Emerald Publishing Limited, 2020. 47-68 (with José Alberto Ross-Hernández).

Awards:

- Banamex Economics Award. Best Economics Dissertation of the Year, (honors), 1995.
- Francisco Javier Clavijero Award. Honors granted by the *Consejo Nacional para la Cultura y las Artes* (Conaculta) to the Best Dissertation of the Year, 1995.
- Ibercomet Scholarship. Granted by ICI and the Fundación Universidad Empresa, Spain, 1995.

Areas of Interest

- Management Control Systems
- Performance Management
- Marketing management