

Antonio Casanueva Fernández

Professor at the Managerial Control and Information Department

Director Guadalajara Campus

Member of the Governing Board of UP-IPADE

Member of the Board of Directors



Academic Degrees

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

Managerial Background

- Consultant, Control and Managerial Information, 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:

- Casanueva Fernández, Antonio, Julián Sánchez, Cuauhtémoc Valadez e Illeana Villanueva. *Maximización de Valor*. Pearson, 2012.
- Casanueva Fernández, Antonio y Víctor Mata Temoltzin. *La economía mexicana y los ferrocarriles (1910-1920)*. Secretaría de Cultura del Gobierno del Estado de Puebla, 2000.

Academic papers:

- “Management Control Systems and their Assumptions about Human Nature. Applied Prudence –or Phronesis– to Management Accounting Research.” Summer Research Academy, European Doctoral Programme Association for Management and Business Administration (EDAMBA), Sorèze, France, 2012.
- “Grounded Theory in Management Accounting Research.” Doctoral Programme Qualitative Methods Assignment. Warwick Business School, The University of Warwick, Coventry, UK, 2012.
- “Prudence –or Phronesis– as an Alternative to the Radical Positivism in Management Accounting Research.” Doctoral Programme Philosophy of Social Science Research. Warwick Business School, The University of Warwick, Coventry, UK, 2012.

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
- Balanced Scorecard
- Cost Systems
- Activity Based Costing