

Detailed Conference Schedule

July 18th, 19th
and 20th, 2022



IJCIEOM

28th

International Joint Conference
on Industrial Engineering
and Operations Management

Supported by:



Organizing Institutions:



Welcoming Words

Dear Colleagues,

It gives me immense pleasure to welcome you to Mexico and to have you here at Anahuac Mexico University. In this 28th edition, we decided to focus on the contributions we have made as Industrial Engineering and Operation Management researchers and professionals, also on the strong changes that have accelerated the evolution of business models and their impact in society.

Supply Chain Digital Transformation, Sustainability, Risk Management, Machine Learning, Internet of Things, Nearshore, Omnichannel, Blockchain, Manufacturing 4.0, Big Data and Analytics and lean practices, are some of the topics that will be covered.

Keynote speakers will share their vision of these transformations. Companies will offer us applications through workshops and researchers will share the results of their scientific work along the same lines.

We have this space to continue building contact networks for our current and future work.

Enjoy the IJCIEOM.

Greetings,

Víctor Manuel López Sánchez

Conference Chairman & Head of The Center of Top Management in Engineering & Technology (CADIT)
Engineering School, Anahuac Mexico University.

Instructions for virtual attendees

Dear Attendee, we are glad to greet you virtually in this hybrid International Joint Conference IJCIEOM 2022. Here are some instructions and tips in order to guarantee your best participation, presentations and attendance:

1. All the sessions, workshops and ceremonies will be transmitted via Zoom so you can interact with everybody that is on site.



**Simply click on the name of the session of your choice
and you will be automatically redirected to the corresponding zoom session.**

Notice: If you do not have Zoom installed in your device, you can download it [here](#).

2. Once Installed we recommend that you create the best environment possible for your participation: locate yourself in a comfortable and quiet space, with good internet connection and where other people will not interrupt.

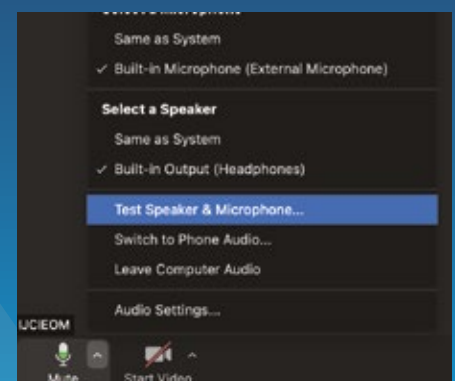
3. Test your microphone and webcam. You can do this by starting a new meeting in Zoom and clicking on the top arrow of the microphone symbol on the bottom left of your window. Select the microphone and speakers you want to use and click on Test Speaker & Microphone.

In case of any doubt please do not hesitate to contact us:

Denisse Martinez

dmartinez@bynexpo.com

+52 55 6319 3675



Monday, July 18th

7:30 a.m.
Campus Access B & C

9:00 a.m.
Rector's Auditorium

10:00 a.m.
Rector's Auditorium

11:00 a.m.
Rector's Auditorium

12:00 p.m.
Graduate's Building Basement

1:30 p.m.

MBA Room I I Operations And Process Management.

Lucas Pitzer Moreira
Strategic Management Of Outsourced Maintenance Service: A Case Study.

Thais Carreira Pfitzenreuter
Exploring The Linkages Between Lean Layout Planning And Performance Improvement.

Thais Carreira Pfitzenreuter
Performance Analytics Role In Operations Strategy.

Roberto Miguel Fuentes Rivera
Technological Disruption In Grocery Retail: An Overview Of The Last Decade (2012-2021).

Luís Pinto Ferreira
Success Factors In The Application Of Lean And Six-Sigma Methodologies To Healthcare: A Literature Review.

3:00 p.m.
Graduate's Building Basement
3:30 p.m.

MBA Room I IV Operations And Process Management.

Mayara Soares Da Silva
Brazilian Air Force Operations In Response To Migratory Flows: The Case Of Welcome Operation.

Raymundo Rios
Industry 4.0: A Real-Time Cyberphysical System To Execute The Just-In-Time Philosophy In Lean Construction.

Paulo Eduardo Pissardini
Rfid In Industry 4.0: The Technology's Role In Shop Floor Control Operationalisation.

Mirley Bitencourt Ferreira
The Impacts Of The Covid-19 Pandemic On An Educational Institution Administrative Process, A Process Mining Approach.

Helena Macedo
Applying Lean Tools To Improve The Performance Of A Small And Medium-Sized Cutlery Company.

On-Site Registration

Opening Ceremony

Plenary Session I

Digital Supply Chains And Sustainability: The New Frontier Is Here.
- **Douglas J. Kent (ASCM)**

Plenary Session II

Achieving Competitiveness Via Business Model Design. An Impeccable Execution Approach.
- **Dr. Jaime Alonso Gomez (Univ. Of San Diego)**

Networking Lunch

Parallel Sessions I, II & III

MBA Room II II Logistics & Supply Chain Management.

Carlos Canfield
Beyond The Concept Of Lean Construction: A Prescriptive Rationalizing Model For Pipe Systems Manufacturing In A Petro-Chemical Plant.

Frank Schneider Carvalho De Moura
Evaluation Of The Impact Of The Use Of Bicycles, In Place Of The Motorcycles, On The Reduction Of Carbon Dioxide (CO₂) Emissions, On Last Mile Operations In Brazilian Postal Service.

Jailson Dos Santos Silva
Analysis Of A Supply Chain In The Light Of The Lcp Model: A Case Of The Shrimp Sector.

Luiza Ribeiro Alves Cunha
Social Supply Chain Risk Management: A Case Study In A Cosmetic Company.

Liane Márcia Freitas Silva
Supply Chain Risk Assessment: Systematic Review And Research Directions.

Linik Mayara de Souza Meireles
Traceability Technology Using Blockchain: An Overview Of Food Industries In The State Of São Paulo, Brazil.

Graduate's Auditorium III Other Contribution To & Om Research And Practices.

Carlos Eduardo Sanches Da Silva
Higher Education Rankings: Brazilian Federal Universities.

Jagan Jacob
A Multi-Criteria Decision Making Approach To Finding Relative Weight Of Online & Offline Channels Of Retailing.

Daniel Alejandro Barajas Aranda
Suicide Prediction In Workers Using Naive Bayes.

Verónica Olvera
Sensitivity Analysis Applied To A Collaborative Inventory Model.

Yacob Khojasteh
A Study On Product Recall Problems From Customers' Viewpoint.

Coffee Break

Parallel Sessions IV, V & VI

MBA Room II V Logistics & Supply Chain Management.

Tal Ben-Ze'ev
Optimizing Empty Containers Repositioning Problem By Using Nft Technology And Block Chain Smart Contracts.

Fabiola Negreiros De Oliveira
Environmental Risks In Supply Chain: A Multiple Case Study.

Guilherme Henrique De Paula Vidal
Mro Inventory Demand Forecast Using Support Vector Machine - A Case Study.

Alexandre Milkiewicz Sanches
Consequences On Supply Chain Performance In Times Of Scarcity During A Covid-19 Pandemic: A Case Study In An Automotive Industry.

Rafael Torres Escobar
Optimization Model To Design The Crew Training Plan In An Airline.

Graduate's Auditorium VI Sustainability.

Danieli Braun Vargas
E-Waste Reverse Logistics For Household Products And Its Regulation: Advances In Brazil.

Letícia De Oliveira Gago Ramos De Souza
Analysis Of Food Waste Management In Brazilian Public Universities Restaurants.

Renata Melo e Silva de Oliveira
Eco-Efficiency Analysis Of The Brazilian Public Transport Based On Data Envelopment Analysis.

Paula Lamperti Fagundes
Recycling Of Plastic Waste - Contributions To Sustainable Innovation And The New Circular Economy Of Plastic: A Literature Review.

Monday, July 18th

5:00 P.m. Professional Workshops I & II

MBA Room I Supply Chain & Optimization I

Roberto Salazar (Anylogic)
Case Of Dinamic Simulation. Simulation Model For A QSR.

MBA Room II Supply Chain & Optimization II

Alex Franco (Anylogistix)
Network Design. How Green Fields, Network Optimization And Simulation

6:30 p.m.
Graduate's Building Basement

Networking Dinner

Tuesday, July 19th

7:30 a.m.
Campus Access B & C

Attendee Arrival

8:00 a.m.
Graduate's Auditorium

Opening Words

Changes In Business Models 2030 And Technological Innovation.
- José Marcelo Tam Malaga (Softtek)

8:30 a.m.
Graduate's Auditorium

Plenary Session III

Digital Transformation In Real Life Projects.
- Arturo Díaz Manzo (Microsoft)

9:30 a.m.
Graduate's Auditorium

Plenary Session IV

Creating Business Value Through Advanced Analytics In The World
Of Iot.
- Ph.d. Gül Ege (SAS)

11:30 p.m.
Graduate's Building Basement

Networking Lunch

1:00 p.m.

Parallel Sessions VII, VIII & IX

MBA Room I VII Operations And Process Management.

Maiara Cristina Feliceti
Distributed Team Managesurent:
A Study Of Impacts And Indicators
That Help In Better Performance Management.

Maria Teresa Pereira
Optimizing The Chemical Collection Used In Cork
Composites Manufacture.

Nathalia Juca Monteiro
Energy Management Maturity Models: Literature Review
And Classification.

Marco Aurélio Dos Santos Diniz
Application Of Lean Office: Opportunities And Trends.

Shayane Betiatto Dos Santos
Digital Transformation In The Public Sector:
Enabling Technologies And Their Impacts.

MBA Room II VIII Logistics & Supply Chain Management.

Lucas Menezes Pereira
Opportunities For Strengthening Brazilian Plastic Waste
Management Adopting Structural Equation Modelling.

Kívia Mota Nascimento
Influence Of The Covid-19 Pandemic On Purchasing
Behavior And The Perception Of Shipping Price And
Delivery Time By Brazilian E-Shoppers.

Jesús Sigifredo Gastélum Valdez
Knowledge Management And Information Technologies:
A Conceptual Model For Supply Chain Integration.

Sara Marques Oliveira De Araújo Souza
Use Of Qfd To Prioritize Requirements Needed For Supplier
Selection In An O&G Project.

Enrique Ancel Bolanos Sasso
The Effect Of The Human Factor In The Determination And
Control Of The Reorder Point. An Empirical Study.

Graduate's Auditorium IX Sustainability & Disaster Management.

Ana Paula Martínez Del Aguila
Waste Management Due To Covid-19 Pandemic.

Camila Kolling
Concept, Benefits And Success Factors Of Product-Oriented
Product-Service System: A Research Agenda.

Nicole Cecchele Lago
Consumer Medicines Disposal Behavior: Insights And
Guidelines Towards A More Sustainable Chain.

Raphael Correia Lopes
Disaster Response Operations Of Brazilian Navy
- A Longitudinal Case And A Process Perspective.

Laís De Sousa Leite Nascimento
University-Industry Collaboration From The Perspective Of
A Spin-Off: A Case Study.

2:30 p.m.
Graduate's Building Basement

Coffee Break

Tuesday, July 19th

3:00 p.m.

MBA Room I X Product Development & Production Engineering Education.

Claudio De Souza Rocha Junior
A New Solution To An Old Problem: Inventory Control With Smart Glasses Riverstock.

Pablo Flores Siguenza
Incorporation Of Life Cycle Analysis Indicators In The Design Of A Dynamic Supply Chain Network.

Marinnys Rodriguez Gasca
A Simplified Approach To The Process Of Design And Development Of Technological Products: Case Study Of A Charpy Type Testing Machine.

Pablo Perez Akaki
Machine Learning Process For Data Reduction Applied To Coffee Production Agebs In Mexico According To A Capital Stock Approach.

Lucas Ramon Dos Santos Hermogenes
Analysis Of Prospective Scenarios: A Study On Educational Reits In Brazil.

4:30 p.m.

MBA Room I III Analytics

Rachel Nisbet (SAS)
Getting Started With SAS Visual Analytics.

6:00 p.m.
Graduate's Building Basement

7:00 p.m.
Rectory Auditorium

Parallel Sessions X, XI & XII

MBA Room II XI Work And Human Factors & Healthcare Operations Management.

Jose Cristiano Pereira
Prevention Of Human Errors In The Visual Inspection During Overhaul Of Aeroengines – A Case Study.

Júlia Kich Chaves
Sociotechnical Perspective Of Digital Servitization: An Investigation Of Employees' Competencies.

Francesco Facchini
A Model To Estimate Operators' Performance In Accomplishing Assembly Tasks.

Andrea Lucchese
A Novel Metrics For The Quantification Of The Agent's Affordance: A Preliminary Study.

Jonathas Sampaio Dos Santos
A Decision Support Methodology Based On Ahp To Assess State Level Response To Covid-19 In Brazil.

Graduate's Auditorium XII Healthcare Operations Management.

Filipe Loyola Lopes
A Network Modeling And Analysis Of Covid-19 Hospital Patient Data.

Filipe Loyola Lopes
Analysis Of Covid-19 Severity Prognosis Using Hospital Data.

Joaquim Lima Das Neves Neto
A Goal Programming Model To Support Decisions In The Acquisition Of Vaccines Against Covid-19 At The Municipality Level.

Thiago Antonio Souza
Application Of Heijunka For Surgical Production Leveling.

Carlos Jefferson De Melo Santos
Effects Of The Sars Cov-2 Pandemic On The Quality Of Work: Relations Of Effects On Worker Health.

Geandra Alves Queiroz
Surgical Flow Improvement Based On Lean Healthcare: A Brazilian Case Study Using The VSM.

Professional Workshops III, IV & V

MBA Room II IV Digital Transformation

José Marcelo Tam Malaga (Softtek)
Lessons Learned Implementing A Dual Transformation Strategy To Accelerate The Value Of Innovation.

Graduate's Auditorium V IOT & Robotics

Mauricio Corona (BP Gurus)
Artificial Intelligence In Service Robotics.

Networking Cocktail

Cultural Event Mexican Folkloric Dance

- School Of Arts Folkloric Dance Company

Wednesday, July 20th

8:00 a.m.
Campus Access B & C

Attendee Arrival

8:30 a.m.

MBA Room I XIII Multiarea

Kloê Cardoso Siqueira
Robotic Process Automation Technologies Evaluation For
The Procurement Processes Of An Offshore Industry.

Francisco Trejo
Grey Markov Model Gm (1,1) Applied In Forecasting
Demand In The Supply.

Jose Cristiano Pereira
Implementation Of Nonconformity And Rework Control In
The Construction Execution Process – A Case Study.

Philipe Da Silva Simões
Lean Maturity Models: A Scoping Review

Erick Guillermo Torres Bermúdez
Continuous Improvement Using Statistical Process Control
In The Mexican Automotive Motor Remanufacturing
Industry: A Case Study.

Bruna Cristina Siqueira Kaiser
Efficiency Assessment Of Public Transport Vehicles Using
Machine Learning And Non-Parametric Models.

Parallel Sessions XIII, XIV & X

MBA Room II XIV Strategy And Organizational Engineering & Knowledge And Information Management

Levi Freitas Fernandes Távora
Multicriteria Model For Ranking Renewable Energy
Generation Projects.

Ruan Carlos Alves Pereira
Location Of An Internet Provider
In The Lagos Region Using The Cope-Cosenza Method.

Priscilla Cristina Cabral Ribeiro
Evaluation Of Radio Frequency Identification In Hospitals
Operations.

Priscilla Cristina Cabral Ribeiro
The Triple Bottom Line In Scm Frameworks And Their Gaps
In The Period 2014-2022

Izabelle Martinez Martinez
The Relationship Of Knowledge Management With Total
Quality Management: A Literature Review.

Graduate's Auditorium XV Data Science And Stochastic Optimization & Managerial Economics

Sandra Paola Montes Soriano
Evaluation Of Microsimulation Models With A Gender
Perspective.

Jaime Velásquez Juárez
An Analysis Of Different Variable Selection Methods In The
Context Of A Banking Institution.

Paula Donaduzzi Rigo
Impact Of Regulatory Changes On The Economic Viability
Of Photovoltaic Systems In Brazil.

Sirlei Valim Melo
Profitability Analysis And Commercial Strategy In Liquefied
Petroleum Gas Distribution.

Henrique Duarte Carvalho
Covid-19 Impact On Ethanol Sales In Fuel Stations:
An Its Econometric Analysis.

10:00 a.m.
Graduate's Building Basement

Coffee Break

10:30 a.m.

Parallel Session XVI

Graduate's Auditorium XVI Strategy And Organizational Engineering & Knowledge And Information Management

Wagner Vilas Boas De Souza
An Outlook On The Usage Of Bim By Brazilian Public
Universities In Construction Projects.

Thomas Andres Troian
OKRs As A Results-Focused Management Model: A
Systematic Literature Review.

Tobias Leonardo Kunrath
Goal-OKR: A Framework For Strategic Focus Using
Objectives & Key Results And Theory Of Constraints.

Kívia Mota Nascimento
Implementation Of A Risk Management Model In Teams Of
Engineering Students.

Adilson Vilarinho Terra
Evaluation Of The Covid-19 Data In Brazil: Application Of
The Newcomb-Benford Law To The 1st And 2nd Significant
Digits Of The Number Of Cases.

12:00 p.m.
Rectory Auditorium

Awards And Closing Ceremony

Organizing Institutions:

Supported by:



UNIVERSIDAD ANÁHUAC

CAMPUS

MAP



- ① Rectoría
Rectory Auditorium
- ② Centro de Estudios de Posgrado
Graduate's Building Basement
MBA Room I
MBA Room II
Graduate's Auditorium



Organizing Institutions:

Supported by:



Anáhuac
México

