
***Las opiniones y los contenidos de los trabajos publicados son responsabilidad de los autores, por tanto, no necesariamente coinciden con los de la Red Internacional de Investigadores en Competitividad.***

**Análisis de la cadena de suministro desde el punto de vista de la administración y negocios: Una revisión bibliométrica**

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**Resumen**

El objetivo de este artículo es identificar los principales resultados en la producción académica en el plano internacional y de manera específica hacer un análisis en México sobre el tema de la cadena de suministro, por lo tanto, a partir de los registros bibliográficos indizados en Thomson Reuters de manera específica en la colección principal de Web of Science entre 1980 al año 2019. El método utilizado es de tipo descriptivo-cuantitativo, ya que trata aspectos cuantitativos tales como distribución geográfica, autores principales, número de publicaciones por año, áreas de investigación, principales idiomas en el que se publican, universidades más importantes, los tipos de documentos, así como las principales revistas que abordan la Cadena de Suministro. Para ello, se emplean indicadores bibliométricos en donde se localizaron 50,026 registros encontrados sobre el tema. Para el caso mexicano se identificaron 392 artículos publicados por investigadores nacionales.

**Palabras clave:** Cadena de suministro, educación en negocios, estudios empresariales, análisis bibliométrico.

**Abstract**

The objective of this article is to identify the main results in academic production at the international level and specifically to make an analysis in Mexico on the issue of the supply chain, therefore, from the bibliographic records indexed in Thomson Reuters specifically in the main Web of Science collection between 1980 and 2019. The method used is descriptive-quantitative, since it deals with quantitative aspects such as geographic distribution, main authors, number of publications per year, research areas, main languages in which they are published, most important universities, the types of documents, as well as the main journals that address public policies. For this, bibliometric indicators are used where 50,026 records found on the subject were located. For the Mexican case, 392 articles published by national researchers were identified.

**Keywords:** Supply chain, business education, business studies, bibliometric analysis.

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## Introducción

La cadena de suministro en las empresas (SC) busca mejorar su competitividad y la productividad mediante la optimización de los procesos administrativos y operativos dentro de las organizaciones (Nuñez et al, 2017). La cadena de suministro es aquella conexión necesaria para que las empresas desarrollen su propósito de satisfacer a sus clientes de manera directa o indirecta, logrando toda la cadena de flujos más eficientes y eficaces, donde la meta es conseguir cadenas más confiables, más rápidas, mejor integradas, reducir sus costos y por último más competitivas (Revista-logistica, 2019).

Blanchard (2010) define a la cadena de suministro como la secuencia de eventos que cubren el ciclo de vida entero de un producto o servicio desde que es concebido hasta que es consumido. La Cadena de Suministros no está limitada a empresas manufactureras, sino que se ha ampliado para incluir tanto "productos tangibles" como "servicios intangibles" que llegan al consumidor, y requieren a su vez insumos de productos y servicios (Ayers, 2006).

Para llevar a cabo de la manera más adecuada la cadena de suministro, se deben tener en cuenta los siguientes lineamientos: clasificar a los clientes por la necesidad del servicio que requiere, diseñar la red logística de acuerdo a la clasificación en necesidad y rentabilidad de los clientes, la cadena de suministros debe gestionar su cambio conforme el mercado también cambia, el producto final debe ser diferenciado lo más cerca posible del cliente, los proveedores deben ser estratégicamente seleccionados y tratados, la cadena de suministro debe estar complementada por una estructura tecnológica correctamente diseñada y se debe establecer un sistema de medición de rendimiento y desempeño en todas y cada una de las áreas de la cadena de suministro (Camacho et al, 2012).

La cantidad de literatura científica disponible sobre una disciplina o tema de investigación específico es a menudo abrumadora, lo que hace que sea un reto para los investigadores y profesionales tener una visión general estructurada de la información relevante (Rodrigues et al, 2014).

El análisis bibliométrico es una técnica que hace posible proporcionar una visión macroscópica de grandes cantidades de literatura académica a través de un análisis cuantitativo de la información sobre la historia de la publicación, las características y el desarrollo de la producción científica dentro de un campo específico de investigación pueden ser mapeados (Li & Hale, 2016).

En este artículo se propone realizar un análisis de las tendencias de la investigación internacional (Valenzo-jiménez & Martínez-arroyo, 2017) en la materia de cadena de suministro, a partir de un análisis bibliométrico descriptivo basado en la información del servicio de indización THOMSON REUTERS, de manera específica, en la colección principal de Web of Science entre 1980 a 2019.

El propósito de este estudio tiene como objetivo identificar como se encuentra la investigación internacional y nacional sobre el estudio de la cadena de suministro.

**Método**

La investigación utilizada es la propuesta utilizada por (Malhotra, 2012), donde afirma que en la investigación exploratoria, una de las características principales es realizar una detección de ideas o aspectos significativos, para de esta manera conseguir un mayor conocimiento acerca de un tema específico. Este tipo de estudios se caracteriza por procesos de investigación flexible y versátil.

Para iniciar el ejercicio bibliométrico consistió en seleccionar la base de datos internacional THOMSON-REUTERS enfocándolo en la colección principal de Web of Science limitado al periodo de 1980 al año 2019. Ésta fue seleccionada por su cobertura a nivel mundial. En segundo lugar se estableció como criterio de búsqueda en la base de datos THOMSON-REUTERS el siguiente algoritmo: (TITLE (Supply Chain Management) AND Refinado por: [excluyendo] autores (ANONYMOUS) AND Periodo de tiempo: Todos los años. Índices: (SCI-EXPANDED).

Es decir que se tendrán en cuenta todos los documentos que incluyen sólo de forma exacta o combinada en el título las palabras "Supply Chain"; posteriormente se le pidió al sistema llevar a cabo el análisis de resultados, en el cual se seleccionaron los países o territorios, y en donde se encontró a México en la posición 15, se limitó el análisis y se seleccionó el siguiente algoritmo: (TITLE (Supply Chain) AND Refinado por: [excluyendo] autores (ANONYMOUS) AND Países/ Territorios: (MEXICO) AND Periodo de tiempo: TODOS LOS AÑOS. Índices: (SCI-EXPANDED), en seguida se inició el análisis de los indicadores obtenidos.

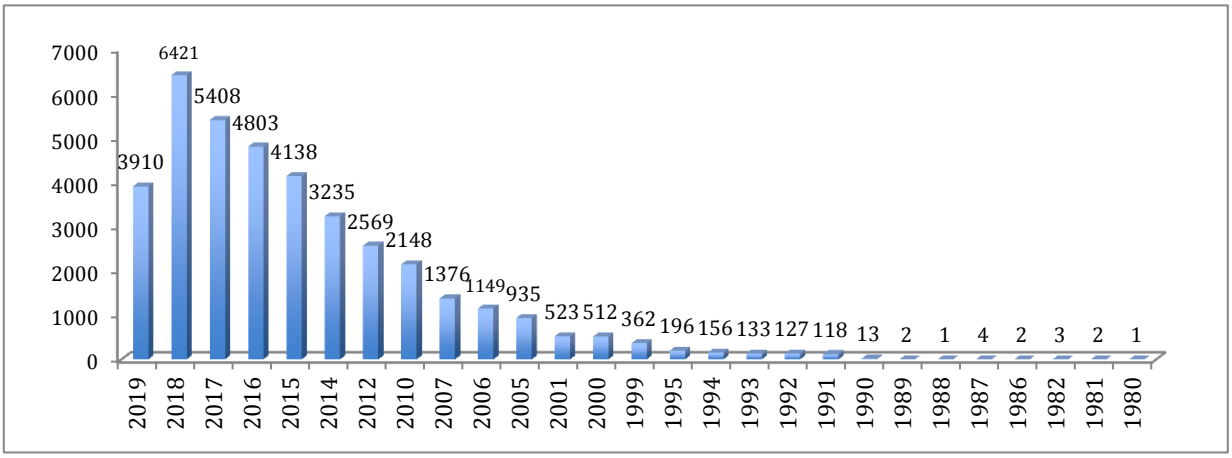
**Resultados**

En este apartado se muestran los principales indicadores de la producción científica sobre la cadena de suministro realizados en los años 1980–2019, tales como el volumen de la producción académica, el tipo de documentos, entre otros.

Se realiza una revisión del volumen de producción científica entre enero de 1980 y 2019 que se encuentra disponible en Thomson-Reuters enfocándose la revisión en la colección principal de Web of Science.

El número de documentos indexado asciende a 50,026 y es posible identificar una tendencia creciente (Gráfica 1). Esto dio inicio en el año de 2007 con 5408 publicaciones, en el 2018 registró 6421 publicaciones y en el 2019 hasta la fecha podemos ver que se tiene 3910 publicaciones.

**Gráfica 1.** Evolución de la temática de la cadena de suministro

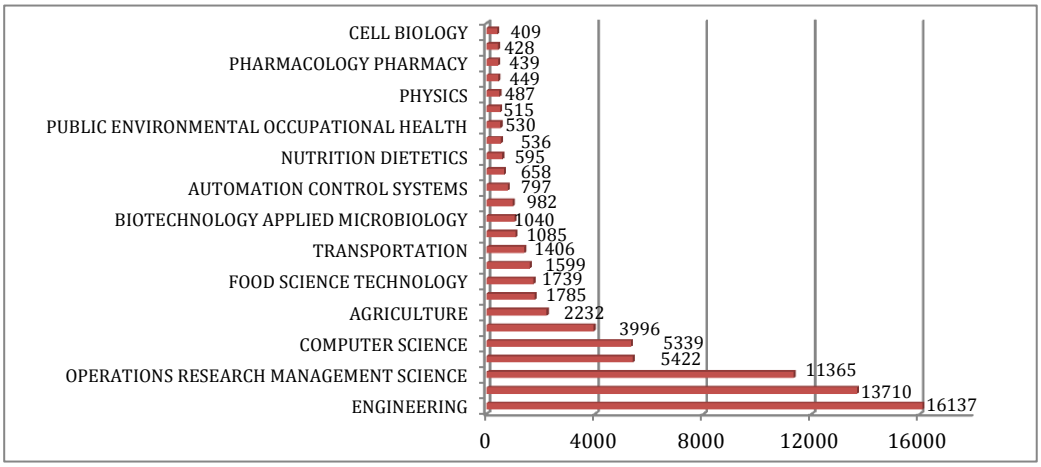



Fuente: Elaboración propia con base en datos obtenidos del sistema de búsqueda Thomson-Reuters enfocándose en la colección principal de Web of Science

Lo que respecta a los tipos de documentos la mayor parte, corresponde a los artículos de investigación con 45,807, es decir 91.566% %, seguido por documentos de procesos 2137, es decir 5.705 %, material editorial 880, es decir 1.759 %, revisión de libros 159 lo que representa un 0.318%, capítulos de libros 64, es decir 0.128%.

Continuando con el análisis, a continuación se presentan las principales investigaciones publicadas sobre el tema de la cadena de suministro, se destacan las áreas de ingeniería y gestión de administración de operaciones con 16137 y 13710 trabajos respectivamente. Como se muestra en la gráfica 2.

**Gráfica 2.** Principales áreas de investigación de la cadena de suministro




Fuente: Elaboración propia con base en datos obtenidos del sistema de búsqueda Thomson- Reuters enfocándose en la colección principal de Web of Science

Las revistas con mayor número de artículos que han publicado sobre cadena de suministro desde 1980 al año 2019 son International Journal of Production Economics con 2,173 artículos, International Journal of Production Research con 1,571, Journal of Cleaner Production con 1,487, European Journal of Operational Research con 1,237, como su muestra en la tabla 1.

**Tabla 1**. Títulos de las principales revistas internacionales que publican sobre Cadena de Suministro (1988-2019)

| Títulos de fuentes | registros | % of 50,026 |
|---|---|---|
| INTERNATIONAL JOURNAL OF PRODUCTION ECONOMICS | 2173 | 4.344 |
| INTERNATIONAL JOURNAL OF PRODUCTION RESEARCH | 1571 | 3.152 |
| JOURNAL OF CLEANER PRODUCTION | 1502 | 3.002 |
| EUROPEAN JOURNAL OF OPERATIONAL RESEARCH | 1242 | 2.483 |
| JOURNAL OF OPERATIONS MANAGEMENT | 353 | 0.706 |
| INTERNATIONAL JOURNAL OF ADVANCED MANUFACTURING TECHNOLOGY | 337 | 0.674 |
| INTERNATIONAL JOURNAL OF LOGISTICS MANAGEMENT | 316 | 0.632 |
| MANAGEMENT SCIENCE | 314 | 0.628 |
| JOURNAL OF DAIRY SCIENCE | 112 | 0.224 |
| INTERNATIONAL TRANSACTIONS IN OPERATIONAL RESEARCH | 105 | 0.210 |

Fuente: Elaboración propia con base en datos obtenidos del sistema de búsqueda Thomson- Reuters enfocándose en la colección principal de Web of Science

Los autores con mayor cantidad de artículos publicados sobre el tema de la cadena de suministro los podemos ver en la tabla 2. Donde es posible identificar que los primeros autores son originarios de Estados Unidos, Dinamarca, Londres, Hong Kong, Singapur, además los que estén interesados en este tema, permite identificar de manera eficiente los autores mas reconocidos a nivel mundial.

**Tabla 2.** Los Principales 10 autores que publican sobre Cadena de Suministro (Autores (1988-2019)

| | | |
|---|---|---|
| GUNASEKARAN A | 159 | 0.318% |
| GOVINDAN K | 148 | 0.296% |
| SARKIS J | 134 | 0.268% |
| LIU Y | 123 | 0.246% |
| CHENG TCE | 119 | 0.238% |
| CHAN FTS | 116 | 0.232% |
| CHOI TM | 115 | 0.230% |
| WANG Y | 110 | 0.220% |
| ZANG Y | 99 | 0.198% |
| KUMAR S | 98 | 0.196% |

Fuente: Elaboración propia con base en datos obtenidos del sistema de búsqueda Thomson- Reuters enfocándose en la colección principal de Web of Science

El idioma de publicación de los artículos publicados es el inglés con 49, 020 lo que corresponde a un 97.987% del total de los trabajos publicados, seguido del alemán con 269 es decir un 0.538%, español 219 lo que corresponde a un 0.438%, portugués 165 con un 0.330%, francés 128 con un 0.256% respectivamente de un total de 23 idiomas mostrados, en la tabla 3.

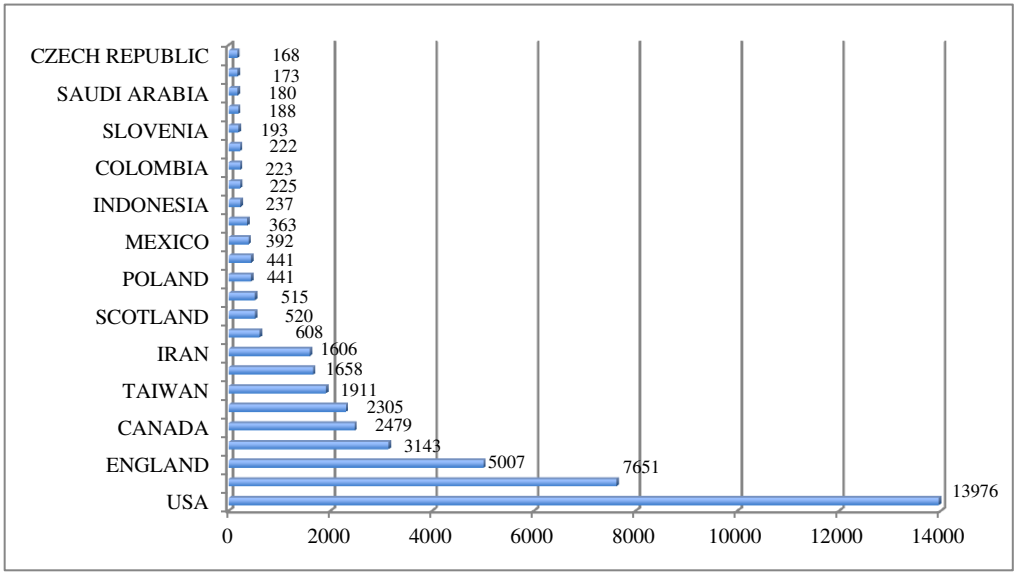
**Tabla 3.** Idiomas de publicaciones sobre cadena de suministro (Autores (1988-2019)

| Idiomas | registros | % of 50026 |
|---|---|---|
| ENGLISH | 49020 | 97.989 |
| GERMAN | 269 | 0.538 |
| SPANISH | 219 | 0.438 |
| PORTUGUESE | 165 | 0.330 |
| FRENCH | 128 | 0.256 |
| RUSSIAN | 58 | 0.116 |
| TURKISH | 35 | 0.07 |
| CHINESE | 27 | 0.054 |
| POLISH | 21 | 0.042 |

Fuente: Elaboración propia con base en datos obtenidos del sistema de búsqueda Thomson- Reuters enfocándose en la colección principal de Web of Science

Los principales países que escriben sobre el tema de cadena de suministro son Estados Unidos con un 13,976, seguido por República Popular de China con 7,617.Inglaterra 5,007, Canadá 2, 479 y México se encuentra en la posición número 33 con un total de artículos publicados de 392 de alto impacto en el área estudiada. Como se muestra en la gráfica 3.

**Gráfica 3.** Los principales países que publican sobre cadena de suministro

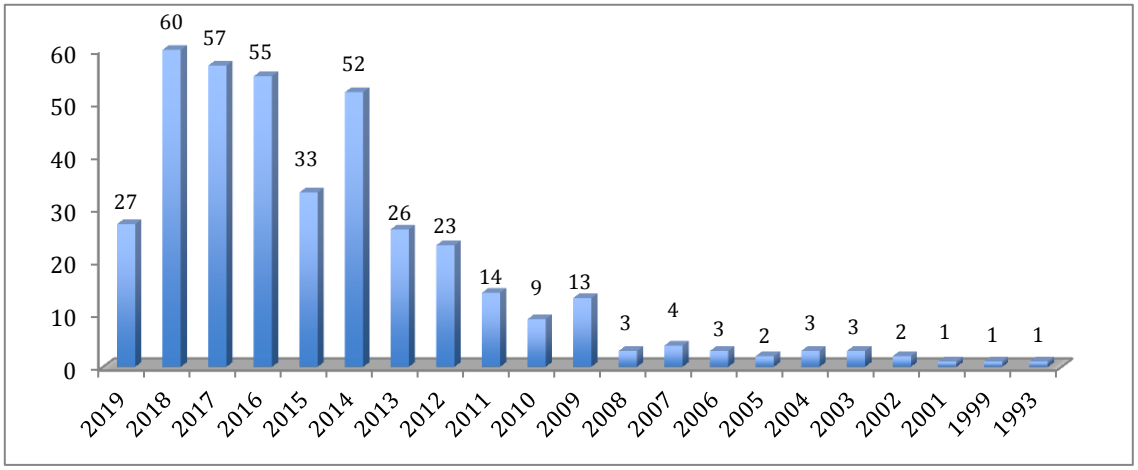



Fuente: Elaboración propia con base en datos obtenidos del sistema de búsqueda Thomson- Reuters enfocándose en la colección principal de Web of Science

**Caso de México en la producción científica de sobre la cadena de suministro**

La producción científica sobre Cadena de Suministro en México comienza en el año 1993 con un documento que muestra que existe una tendencia continua y creciente por lo que podemos definir que ha tenido un crecimiento de producción cada año hasta el año 2009 que se registró una producción de 13 artículos escritos, en el año 2018 se registró una producción de 60 artículos escritos y lo que va del año 2019 se tiene una producción de 27 artículos escritos como se muestra en la gráfica 4.

**Gráfica 4.** Evolución de publicaciones científicas sobre Cadena de Suministro en México (1980-2019)




Fuente: Elaboración propia con base en datos obtenidos del sistema de búsqueda Thomson- Reuters enfocándose en la colección principal de Web of Science.

En cuanto a los tipos de documentos sobre cadena de suministro, los artículos son los que mayor participación tienen dentro de la producción de los científicos mexicanos, seguidos por los artículos con un registro de 368, es decir un 93.878%, en proceso 11 lo que representa un 2.806%, material editorial registró 7 con un 1.786%, así mismo, es destacable también que la cantidad de artículos en revisión es grande estando ubicado en el segundo lugar con 15 registros, siendo un 3.827% de documentos.

Continuando, con el análisis, se muestran las principales revistas que publicaron algún tipo de producto científico sobre cadena de suministro por al menos un autor o coautor mexicano adscrito a universidades nacionales o internacionales (Tabla 4).

**Tabla 4.** Los principales 10 títulos de fuentes en donde se publican sobre el tema de cadena de suministro (1980-2019)

| Títulos de fuentes | registros | % of 392 |
|---|---|---|
| INTERNATIONAL JOURNAL OF PRODUCTION ECONOMICS | 23 | 5.867 |
| SUSTAINABILITY | 18 | 4.592 |
| JOURNAL OF CLEANER PRODUCTION | 14 | 3.571 |
| APPLIED MATHEMATICAL MODELLING | 10 | 2.551 |
| INTERNATIONAL JOURNAL OF PRODUCTION RESEARCH | 10 | 2.551 |
| JOURNAL OF APPLIED RESEARCH AND TECHNOLOGY | 10 | 2.551 |
| ACS SUSTAINABLE CHEMISTRY ENGINEERING | 8 | 2.041 |
| MATHEMATICAL PROBLEMS IN ENGINEERING | 8 | 2.041 |
| COMPUTERS INDUSTRIAL ENGINEERING | 6 | 1.531 |
| INDUSTRIAL ENGINEERING CHEMISTRY RESEARCH | 6 | 1.531 |
| OTRAS FUENTES | 130 | 53.29 |

Fuente: Elaboración propia con base en datos obtenidos del sistema de búsqueda Thomson- Reuters enfocándose en la colección principal de Web of Science

Las áreas de investigación que en su mayoría escriben sobre cadena de suministro en México son Engineering y Operations Research management Science con 179 y 72 documentos respectivamente (tabla 5).

**Tabla 5.** Tipos de publicaciones de los Científicos de México sobre Cadena de Suministro

| Áreas de investigación | registros | % of 392 |
|---|---|---|
| ENGINEERING | 179 | 45.663 |
| OPERATIONS RESEARCH MANAGEMENT SCIENCE | 72 | 18.367 |
| SCIENCE TECHNOLOGY OTHER TOPICS | 57 | 14.541 |
| BUSINESS ECONOMICS | 54 | 13.776 |
| ENVIRONMENTAL SCIENCES ECOLOGY | 52 | 13.265 |
| COMPUTER SCIENCE | 42 | 10.714 |
| MATHEMATICS | 35 | 8.929 |
| AGRICULTURE | 33 | 8.418 |
| CHEMISTRY | 15 | 3.827 |
| FOOD SCIENCE TECHNOLOGY | 15 | 3.827 |

Fuente: Elaboración propia con base en datos obtenidos del sistema de búsqueda Thomson- Reuters enfocándose en la colección principal de Web of Science

Los principales autores que han publicado sobre cadena de suministro en México han sido variados dentro de los cuales destacan Cárdenas-Barrón LE, Ponce-Ortega JM y García-Alcaraz JL con 49, 31 y 22 documentos cada uno. (Tabla 6).

**Tabla 6.** Los Principales autores que publican sobre el tema de Cadena de Suministro (1980-2019)

| Autores | registros | % of 392 |
|---|---|---|
| CARDENAS-BARRON LE | 49 | 12.5 |
| PONCE-ORTEGA JM | 31 | 7.908 |
| GARCIA-ALCARAZ JL | 22 | 5.612 |
| EL-HALWAGI MM | 18 | 4.592 |
| SANTIBANEZ-AGUILAR JE | 17 | 4.337 |
| CEDILLO-CAMPOS MG | 14 | 3.571 |
| SANCHEZ-RAMIREZ C | 11 | 2.806 |
| GONZALEZ-CAMPOS JB | 10 | 2.551 |
| SERNA-GONZALEZ M | 10 | 2.551 |
| SMITH NR | 10 | 2.551 |
| AZZARO-PANTEL C | 5 | 1.276 |

Fuente: Elaboración propia con base en datos obtenidos del sistema de búsqueda Thomson- Reuters enfocándose en la colección principal de Web of Science

A continuación, se presentan las principales afiliaciones institucionales de los autores en nuestro país, destacan en primer lugar el Tecnológico de Monterrey con 60, seguido por la Universidad Michoacana con 35 y la Universidad Nacional Autónoma de México con 25, de igual forma, se muestran otras instituciones. (Tabla 7).

**Tabla 7.** Listado de las principales universidades en donde tienen adscripción los investigadores mexicanos que publican sobre la temática de cadena de suministro. Durante el periodo 1980-2019

| Nombre de las Organizaciones | | |
|---|---|---|
| TECNOL MONTERREY | 60 | 15.306 |
| UNIV MICHOACANA | 35 | 8.929 |
| UNIV NACL AUTONOMA MEXICO | 25 | 6.378 |
| TEXAS A M UNIV | 23 | 5.867 |
| UNIV AUTONOMA NUEVO LEON | 20 | 5.102 |
| INST TECNOL ORIZABA | 18 | 4.592 |
| KING ABDULAZIZ UNIV | 16 | 4.082 |
| UNIV AUTONOMA CIUDAD JUAREZ | 14 | 3.571 |
| UNIV LA RIOJA | 13 | 3.316 |
| AUTONOMOUS UNIV CIUDAD JUAREZ | 10 | 2.551 |
| OTRAS UNIVERSIDADES | 412 | 152.49 |

Fuente: Elaboración propia con base en datos obtenidos del sistema de búsqueda Thomson- Reuters enfocándose en la colección principal de Web of Science

En México se cuenta con entidades financiadoras de proyectos en investigación sobre el tema de cadena de suministro que se encuentran clasificados que se encuentran clasificados en diferentes

niveles (Competencia Internacional, Consolidado, en Desarrollo y de Reciente Creación), como se muestra a continuación. (Tabla 8).

**Tabla 8.** Las principales entidades financiadoras que publican sobre el tema de cadena de suministro (1980-2019)

| Entidades financiadoras | registros | % of 392 |
|---|---|---|
| CONACYT | 19 | 4.847 |
| TECNOLOGICO DE MONTERREY RESEARCH GROUP IN INDUSTRIAL ENGINEERING AND NUMERICAL METHODS | 17 | 4.337 |
| MEXICAN COUNCIL FOR SCIENCE AND TECHNOLOGY CONACYT | 10 | 2.551 |
| TECNOLOGICO DE MONTERREY RESEARCH FUND | 10 | 2.551 |
| NATIONAL COUNCIL OF SCIENCE AND TECHNOLOGY CONACYT | 7 | 1.786 |
| CONACYT MEXICO | 6 | 1.531 |
| MEXICAN NATIONAL COUNCIL FOR SCIENCE AND TECHNOLOGY | 6 | 1.531 |
| MEXICAN NATIONAL COUNCIL FOR SCIENCE AND TECHNOLOGY CONACYT | 6 | 1.531 |
| ºUNIVERSITY OF TEHRAN | 5 | 1.276 |
| ASOCIACION MEXICANA DE CULTURA A C | 4 | 1.02 |

Fuente: Elaboración propia con base en datos obtenidos del sistema de búsqueda Thomson- Reuters enfocándose en la colección principal de Web of Science

**Conclusiones**

Este trabajo de investigación pretende mostrar la utilidad y pertinencia de los análisis bibliométrico, con la finalidad de comprender la forma en que se produce y divulga el conocimiento de un área específica.

Como se ha expuesto, la temática sobre la cadena de suministro ha obtenido gran interés por parte de académicos, instituciones de educación superior, políticos y actores sociales, tanto a nivel internacional como nacional, en donde se aprecia claramente que los años 2017 y 2018 son los de mayor producción académica con 5408 y 6421 registros respectivamente y para el año 2019 ya se encuentran publicados 3910 documentos.

La producción indizada en THOMSON REUTERS entre 1980 y 2019 a nivel internacional, permite mostrar los principales autores y su origen, la afiliación institucional de los mismos, el tipo de documentos, las áreas, las revistas internacionales, el idioma de publicación, los países que estudian la cadena de suministro, entre otros indicadores que no fueron incluidos.

Las principales revistas que publican sobre el tema de cadena de suministro, permite identificar cuales son los artículos que debemos de leer y referenciar con el propósito de conocer la metodología y resultados importantes obtenidos para con ello lograr llegar a la cima del conocimiento.

Para el caso mexicano es claro que la producción científica es baja en el tema, ya que solamente se identificaron 392 documentos (ver anexo 1), los que representan el 0.78 por ciento de la producción a nivel mundial, por lo que, es una gran área de oportunidad para incrementar la producción científica en el plano internacional.

Finalmente, los estudios bibliométricos sobre la cadena de suministro en México son pocos, lo que podría convertirse en una investigación pionera en el tema.

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# Anexo 1. publicaciones de autores mexicanos en Thompson-Reuters


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