

PERSPECTIVES ON IMPLEMENTING KAIZEN METHOD FOR THE IMPROVEMENT OF ACADEMIC ONLINE TEACHING

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Abstract: *The teaching activity in universities required adaptation in the current context when the physical presence of students was interrupted in an unexpected moment and way. The strategies of the universities required major reconfigurations regarding the way of transmitting the information to ensure the continuity and preservation of the quality of the didactic act. At the individual or micro-group level, university teachers tried to identify new ways and methods adapted to the pandemic context, a situation in which many of the principles of physical teaching were automatically identified as ineffective. Based on the direct survey method, observation and analysis of university teachers, this article presents in stages how higher education can be streamlined in terms of activities with students, using the Kaizen Method and its principles as a support tool. Although this method has been used overwhelmingly by the private sector, it is helpful to highlight the benefits of its adoption in terms of online teaching activities to maintain the quality of services provided to students.*

Keywords: *management, Kaizen, online teaching, quality*

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