

# Tracy JONES

Lecturer

Academy: Globalization

Campus: Sophia Antipolis

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## Research interests

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International business, Multicultural management, Intercultural Communication, International education

## Teaching interests

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Intercultural Communication, International Business, Multicultural Management

## Education

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| 1990 | MA in European Management, Cranfield School of Management, Great Britain                         |
| 1983 | BA in German Language and Literature (1st class honours), University of Sheffield, Great Britain |
| 1990 | Diploma in Marketing, The Chartered Institute of Marketing, Great Britain                        |
| 1985 | Postgraduate Certificate in Education: Modern Languages, University of Sheffield, Great Britain  |
| 1984 | City and Guilds Adult Education Trainer's Certificate, Thames Valley University, Great Britain   |

## Experience

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### **Full-time academic positions**

Since 2013      Lecturer in Management, SKEMA Business School, France

### **Other academic affiliations and appointments**

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| Since 2002  | Academic Advisor, International Office, SKEMA Business School, France                    |
| 1996 - 2013 | Lecturer in English and Management, SKEMA Business School, France                        |
| 2007 - 2009 | Acting Head of Languages Department, SKEMA Business School, France                       |
| 2000 - 2001 | Dean of Student Affairs, MBA Programme, SKEMA Business School, France                    |
| 1996 - 2000 | Institutional Coordinator of MSc Programs, SKEMA Business School, France                 |
| 1995 - 1996 | Acting Head of Languages Department, SKEMA Business School, France                       |
| 1993 - 1996 | Lecturer in English and German, EDHEC Business School, France                            |
| 1992 - 1996 | Adjunct Faculty: Languages Department, SKEMA Business School, France                     |
| 1988 - 1989 | Teacher of French and German, Langley School, Great Britain                              |
| 1985 - 1988 | Teacher of German and French; Head of German, Charlton School, Great Britain             |
| 1983 - 1984 | Teacher of English as a Foreign Language, Windsor English Language Centre, Great Britain |
| 1981 - 1982 | English Language Assistant, Schiller Schule, Germany                                     |

### **Other professional experiences**

- 1990 - 1992 Assistant Manager in Marketing Communications, Texas Instruments, France
- 1984 - 1985 Passenger Agent, Air Canada, Great Britain
- 1983 - 1984 Sales and Marketing Assistant, Dynamit Nobel (UK) Ltd, Great Britain

## Research grants, Awards and Honors

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### **Awards and Honors**

- 1983 Dutch Embassy Prize (best student in Dutch in the UK), Dutch Embassy, Great Britain
- 1983 Kesley Prize for Spoken German, University of Sheffield, Great Britain

## Publications

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### **Peer-reviewed journal articles**

ALTMAN, Y. and JONES, T. (1993). Case Study: Euro Disney: the magic is missing. *Crossborder Management Journal*, 1(1), pp. 21-25.

### **Conference presentations**

ALTMAN, Y. and JONES, T. (1992). Euro Disney: An American Icon in Europe; Reflections on an Unsuccessful Cultural Transplant. In: *Americanisation of Culture Conference*. Swansea.

### **Published business cases**

JONES, T., WALAS, M. and EHRET, B. (2016). ARECO: A Success Story! Analysis of an innovative start-up which became the market leader. Paris. CCMP, pp. 18.

### **Press and social media**

JONES, T. (2023). Comment donner une expérience internationale aux étudiants pendant une pandémie. Sophia Antipolis: SKEMA ThinkForward, France.

JONES, T. (2022). How to give students an international experience during a pandemic. Sophia Antipolis: SKEMA ThinkForward, France.