

**Tracy JONES**  
Chargé d'enseignement

Académie : Globalisation

Campus : Sophia Antipolis

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## Intérêts de recherche

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Business international, Management multiculturel, Communication interculturelle, Enseignement international

## Domaines d'enseignement

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Commerce International, Communication interculturelle, Gestion multiculturelle

## Formation

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

## Expérience Professionnelle

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### **Positions académiques principales**

Depuis 2013      Lecturer in Management, SKEMA Business School, France

### **Autres affiliations académiques**

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| Depuis 2002 | Academic Advisor, International Office, SKEMA Business School, France                  |
| 1996 - 2013 | Lecturer in English and Management, SKEMA Business School, France                      |
| 2007 - 2009 | Responsable du département de langues en intérim, 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 | Responsable département de langues en intérim, 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, Royaume Uni                              |
| 1985 - 1988 | Teacher of German and French; Head of German, Charlton School, Royaume Uni             |
| 1983 - 1984 | Teacher of English as a Foreign Language, Windsor English Language Centre, Royaume Uni |
| 1981 - 1982 | English Language Assistant, Schiller Schule, Allemagne                                 |

## **Autres expériences professionnelles**

- 1990 - 1992      Assistant Manager in Marketing Communications, Texas Instruments, France
- 1984 - 1985      Passenger Agent, Air Canada, Royaume Uni
- 1983 - 1984      Assistante Ventes et Marketing, Dynamit Nobel (UK) Ltd, Royaume Uni

## **Contrats de recherche, prix et distinctions**

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### **Prix et distinctions**

- 1983              Prix de l'ambassade des Pays Bas (meilleur étudiant en hollandais en GB), Dutch Embassy, Royaume Uni
- 1983              Prix Kesley pour l'allemand oral, University of Sheffield, Royaume Uni

## **Publications**

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### **Articles académiques revus**

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

### **Présentations dans des conférences**

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

### **Études de cas publiées**

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

### **Presse et réseaux sociaux**

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.