

Katrina PANCHOUT

Senior Lecturer

Academy: Globalization

Campus: Lille

Email: katrina.panchout@skema.edu

Education

- 2007 Advanced Master, Business administration, Marketing, ESC Lille, France
- 1984 Licence, University of London, Great Britain
- 1986 , Management, The Chartered Institute of Marketing, Great Britain

Experience

Full-time academic positions

- Since 1998 Associate Professor, SKEMA Business School, France

Other academic affiliations and appointments

- Since 2021 Deputy Programme Director - MBA/International Triple Degree, SKEMA Business School, France
- Since 2014 Academic Manager PGE M2, SKEMA Business School, France
- Since 2014 Academic Track Choice Manager, SKEMA Business School, France
- Since 2013 Deputy Director PGE Lille Campus, SKEMA Business School, France
- 2011 - 2013 Academic Manager M1/M2 Lille Campus, SKEMA Business School, SKEMA Business School, France
- 2010 - 2012 Correspondant for Director of Marketing Faculty Department, SKEMA Business School, France
- 2005 - 2012 Programme Director, SKEMA Business School, France

Other professional experiences

- 1992 - 1997 International Communications Manager, International Head Office, Lacoste, France
- 1990 - 1992 Communications Manager, Habitat Group, Great Britain
- 1988 - 1990 Public Relations & Events Manager; B2C, Retail and Marketing Communications, Weber Shandwick, Great Britain

Publications

Peer-reviewed journal articles

- ROLLET, M., HOFFMANN, J., COSTE-MANIÈRE, I. and PANCHOUT, K. (2013). The concept of creative collaboration applied to the fashion industry. *Journal of Global Fashion Marketing*, 4(1), pp. 57-66.

Book chapters

- COSTE-MANIÈRE, I., PANCHOUT, K. and MOLAS, J. (2012). The Evolution of the Luxury Market: Stairway to Heaven? In: Hoffmann, J., Coste-Manière, I. eds. *Luxury Strategy in Action*. 1st ed. Londres: Palgrave Macmillan, pp. 5-21.

Other professional activities

Since 2021 International British Chamber of Commerce