Tracy JONES

Lecturer

Academy: Globalization

Campus: Sophia Antipolis

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Research interests

International business, Multicultural management, Intercultural Communication, International education

Education

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

Full-time academic positions

Since 2013	Lecturer in Management, SKEMA Business School, France

Other academic affiliations and appointments

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

Awards and Honors

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

Publications

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.