Tracy JONES

Chargé d'enseignement

Académie : Globalisation

Campus : Sophia Antipolis

Email : tracy.jones@skema.edu

Intérêts de recherche

Business international, Management multiculturel, Communication interculturelle, Enseignement international

Formation

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

Positions académiques principales

Depuis 2013	Lecturer in Management, SKEMA Business School, France

Autres affiliations académiques

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

Autres affiliations académiques

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

Prix et distinctions

1983 Prix Kesley pour l'allemand oral, University of Sheffield, Royaume Uni

1983 Prix de l'ambassade des Pays Bas (meilleur étudiant en hollandais en GB), Dutch Embassy, Royaume Uni

Publications

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.