Katrina PANCHOUT

Senior Lecturer

Academy: Globalization

Campus: Lille

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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.

Professional Activities

Other professional activities

Since 2021 International British Chamber of Commerce