

Tracy JONES
Chargé d'enseignement

Académie : Globalisation

Campus : SOPHIA

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Intérêts de recherche

Business international, Management multiculturel, Communication interculturelle, Enseignement international

Domaines d'enseignement

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

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

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

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. SKEMA ThinkForward, France.

JONES, T. (2022). How to give students an international experience during a pandemic. Sophia Antipolis: SKEMA ThinkForward, France.