

VICKI (VICTORIA) JONES
June 2024

EDUCATION

Ph.D. Cornell University, Ithaca, NY (2001)

Major Field: Intercultural Communication

Minor Fields: Marketing

Organizational Behavior

Dissertation: Consumer Response to Reference Group Symbols in Brazilian Advertising

M.A. University of Pennsylvania, Philadelphia, PA (1988)

Major Field: Mass Communications

Thesis: A Study of Para-social Relationships

B.A. University of Southern California, Los Angeles, CA (1985)

Double Major: Broadcast Journalism and Political Science

UNIVERSITY APPOINTMENTS

November 2014 - present

University of California, Irvine

Chief Global Affairs Officer

July 2010 – October 2014

Seattle University

Associate Provost for Global Engagement

Associate Professor of Marketing

2005 – 2010

University of Texas at San Antonio, College of Business

Associate Dean, International Relations (2008 - 2010)

Director, MBA International (2006 - 2010)

Director, Business Studies for the Americas (2005 – 2007)

Associate Professor of Marketing (2005 – 2010)

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Victoria Jones

1999-2005

Escola de Administração de Empresas de São Paulo da Fundação Getulio Vargas FGV-EAESP (Getulio Vargas Foundation-São Paulo School of Business Administration)

Associate Dean, International Relations (2002-2004)

South America Director, OneMBA, international executive MBA (2001-2004)

Brazil Representative, SUMAQ, EU-Latin America business school alliance (2002-2004)

Senior Assistant Professor, Marketing Department (1999-2005)

1995-2014

Cornell University

College of Continuing Education, Lecturer/Part-time faculty (1996-2014)

School of Hotel Administration, Lecturer/Part-time faculty (1996-1999)

Department of Communication, Lecturer/Part-time faculty (1998)

Department of Communication, Graduate Lecturer (1995-1996)

LANGUAGE PROFICIENCY

English - native, Portuguese - fluent, Spanish - proficient

HONORS

Fellow, Business Association for Latin American Studies, 2023

UTSA President's Distinguished Achievement Award for Advancing Globalization, 2008

UTSA College of Business, Dean's Excellence Award for Advancing Globalization, 2008

Honored Professor ("Paraninfo"), Arthur Andersen Executive MBA by GVPEC, 2002

Phi Kappa Phi Honor Society, inducted 1998

Outstanding Young Women of America, 1991

Order of the Laurel, USC's highest award for scholarship, leadership and service, 1985

James C. Haggerty Fellow, Center for the Study of the Presidency, New York, 1983-84

Mortar Board National Honor Society, inducted 1985

Alpha Lambda Delta Honor Society, inducted 1982

Thematic Option Honors General Education, 1981-83

Valedictorian, International Christian School of Hawaii, 1980

FELLOWSHIPS, SCHOLARSHIPS & GRANTS

Fulbright-Nehru International Education Administrators Seminar, India, 2014

Ignatian Colleagues Program, Association of Jesuit Colleges and Universities, 2013

Business in International Education, US Dept. of Education, Program Grants, 2006-8, 2007-9

Núcleo de Pesquisas e Publicações, FGV-EAESP, Research Grants, 1999, 2000

Anson T. Rowe, Communication Department, Research Grant, 1998

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Foreign Language and Area Studies Fellowship, 1996-1997 and 1997-1998
U.S. Dept. of Education/Latin American Studies Program, Cornell University
International Studies in Planning, Research Grant, Cornell, 1997
Latin American Studies Program, Research Grant, Cornell, 1997
Mario Einaudi Center for International Studies, International Study Grant, Cornell, 1997
Full funding, Department of Communication, Cornell University, 1995-1996
Full funding, Annenberg School, University of Pennsylvania, 1986-1988
Full funding, University of Southern California, 1981-1985
USC School of Journalism Scholarships, 1982 and 1983
Big Island Press Club Scholarships, 1983 and 1984
USC President's Circle Scholarship, 1983

RESEARCH AREAS

International higher education, international corporate social responsibility, international consumer behavior

TEACHING AREAS

International marketing and management, intercultural communication, Latin American business and strategy, global branding, consulting skills

ACADEMIC PUBLICATIONS

Jones, V. (2019) Administration in Senior International Officers: Essential Roles and Responsibilities, Washington, D.C.: NAFSA.

Kimbro, M., Abraham A., Lambe C., and Jones, V. (2018) Corporate Social Responsibility: The Efficacy of Matched Alliances between Not-For-Profits and Multinational Enterprises in Developed and Emerging Markets. In Journal of Management for Global Sustainability, 6(1), 129-151.

Jones, V. (2013) New Ways to Think about Business Education for Emerging Markets. In Alon, Jones and McIntyre (Eds.) Innovation in Business Education in Emerging Markets. New York: Palgrave Macmillan.

Alon, I., Jones, V. and McIntyre, J. (Eds.) (2013) Innovation in Business Education in Emerging Markets. New York: Palgrave Macmillan.

Sanz, L. and Jones, V. (Eds) (2013) Special Edition: Advances in Business Research in Latin American Studies. Journal of Business Research, 66(3).

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Jones, V. (2012) Entrepreneurship in Mexico. In Haar, J. and Brenes, E. (Eds.) The Future of Entrepreneurship in Latin America. New York: Palgrave Macmillan.

Jones, V. (2010) It's Not Black and White: Advertising and Race in Cultural Context. Journal of Global Marketing, 23(1), 45-64.

Jones, V. (2004) The Rhythms of Latin America: A Context and Guide for Qualitative Research. In Rebecca Marschan-Piekkari and Catherine Welch, (Eds.) Handbook of Qualitative Research Methods for International Business. Cheltenham, UK: Edward Elgar.

Parente, J., Wood, T. and Jones, V. (Eds.) (2003) Gestão Empresarial: Estrategias de Marketing. São Paulo: Editora Atlas

Jones, V. (2002). Plano de marketing. In S. Dias (Ed.) Gestão de Marketing. São Paulo: Editora Saraiva.

Shanahan, J. and Jones, V. (1999). Cultivation and Social Control. In K. Viswanath and D. P. Demers (Eds.) Mass Media, Social Control and Social Change: A macrosocial perspective. Ames: Iowa State University Press.

ACADEMIC CONFERENCE PAPERS AND PRESENTATIONS (selected)

Jones, V. and Kimbro, M. (2015, July) "Standardized Matching: Collaborators and Commonalities for Global CSR." Annual World Forum International Association of Jesuit Business Schools, Montevideo, Uruguay.

Jones, V. (2012, February) "New Models for New Markets: Disaggregating business education for emerging economies." Closing address to the Innovation in Global Business and Management Education in Emerging and Developing Markets: Pedagogical and organizational challenges and opportunities, Atlanta, Georgia.

Jones, V. (2007, April) "McCharity: How Franchising is Spreading Corporate Social Responsibility in Brazil." Business Association of Latin American Studies Annual Mtg, San Juan, Costa Rica.

Jones, V, and Lynda de la Viña (2006, September) "A New Paradigm in Global Entrepreneurship: Economic impact for Latin America and developing economies." Consejo Latinoamericano de Escuelas de Administracion Annual Meeting, Montpellier, France.

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- Katz, Jan Hack; Jones, V.; Gray, Kenneth (2003, August) "Does Culture Affect the Meaning of a Win? The Impact of Culture on Preferred Negotiation Outcomes." Academy of Management Annual Meeting, Seattle, Washington.
- Jones, V. (2002, September) "Black and White Ads: An Empirical Study of Race and Advertising Effectiveness in Brazil." Encontro Nacional da Associação Nacional dos Programas de Pós-Graduação em Administração, Salvador, Bahia, Brazil.
- Jones, V. (2002, June) "Beyond Black And White: Race and Social Identity In Brazil." Identifying Culture Conference, Institute of International Business, Stockholm School of Economics, Stockholm, Sweden.
- Jones, V. (2001, November) "Marketing to Minorities in Brazil: An Empirical Study of the Usefulness of Race as a Market Segmentation Strategy." Academy of International Business Annual Conference, Sydney, Australia.
- Jones, V. (2001, September) "Lucent Brazil: Panel Discussion of Market Entry Strategies." Encontro Nacional de Associação Nacional dos Programas de Pós-graduação em Administração, Campinas, SP, Brazil.
- Jones, V. (2001, April) "Lucent Brazil: Market Entry Communication Campaign." Business Association for Latin American Studies Annual Conference, San Diego, CA, U.S.
- Jones, V. (2000, April). "Avoiding the High-tech Trap: Developing distance learning capabilities for management education." Business Association for Latin American Studies Annual Conference, Caracas, Venezuela.
- Jones, V. (1999, November). "Corporate Choices, Social Consequences: The Janus face of international advertising." Academy of International Business Annual Conference, Charleston, South Carolina.
- Jones, V., Kilker J. and Kleinman, S. (1996, October). "Fancy Meeting You Here: Communication and interaction in uncommon environments." Panel presentation for New York State Speech Communication Association Convention, Monticello, NY.
- Jones, V. (1996, May). "The Cross at the Crossroads: Finding a hidden culture." Paper presented to International Communication Association Conference, Chicago, IL.

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APPLIED PUBLICATIONS (selected)

Jones, V. (2009) Doing Business in South America, management guidebook. London: Dorling Kindersley.

Jones, V. (2005-6) "World View" monthly international business column, Evansville Business Journal.

Jones, V. (May-July 2004) "Espetaculo de Raças," RAE Executivo, v. 3, n. 2, p. 30-35.

Jones, V. (May-July 2003) "Crise é Oportunidade," RAE Executivo, v. 2, n. 2, p. 37.

Jones, V. (August-October 2003) "Aprendendo Com o Processo," RAE Executivo, v. 2, n. 3, p. 35.

Jones, V. (February-April 2003) "Propaganda: Diversão e Lucro," RAE Executivo, v. 3, n. 1, p. 37.

Jones, V. (March 2003) "Erros de Marketing e Successos," Book Review, RAE Executivo, v. 2, pp. 1-3. (Also made available on-line at www.rae.com.br)

COURSES TAUGHT (selected)

M.A. and Ph.D.

Current Research Issues in Marketing Promotions

M.B.A.

Strategies for the Border Corridor, U.S. - Mexico

Brand Power: The Psychology of Branding

International Management

International Marketing

Global Marketing Management (designed and taught by 5-country faculty team)

Marketing Management

Marketing in Brazil and Mercosur

Undergraduate

International Marketing

Survey of Global Business

Dynamics of Brazilian Business

Advertising and Media (partnership with Globo Television Network)

Case Training for Management (partnership with local consulting firms)

Principles of Advertising and Public Relations (web-based and traditional formats)

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SERVICE (selected)

Association of International Education Administrators Board (2018-2021)
Membership Chair, Finance Committee Member
NAFSA International Education Leadership Chair (2020) Member (2016-2020)
Association of International Education Administrators, Strategic Issues Task Force (2014 - 2016)
World Affairs Council, Orange County, Board of Directors (2014 - 2016)
World Affairs Council, Washington State, Board of Directors (2010 - 2014)
Business Association for Latin American Studies – BALAS
President (2018), Executive Director (2006 – 2014), Brazil Representative (2003-2005)
Global Washington, Global Education Committee (2010 – 2013)
Consejo Latinoamericano de Escuelas de Administración
Board of Directors (2009-2010), Future Task Force (2008)
Free Trade Alliance San Antonio, Board of Directors (2009 - 2010)
Mexico Center, UTSA, Board of Directors (2008 - 2010)
UTSA President’s Distinguished Achievement Awards, Committee Chair (2009)
Conference Co-Chair, Iberoamerican Academy of Management Annual Conference (2003)
Conference Co-Chair, Business Association for Latin American Studies Annual Conference (2003)

EXECUTIVE WORKSHOPS, VISITING FACULTY APPOINTMENTS (selected)

Executive Education, Intercultural Communication and Persuasive Communication
PROMET Corporation, Moscow, Russia, 2006, 2013, 2018, 2023

Moving Closer to the Center, Professional Development Workshop Facilitator
Association of International Education Administrators, Annual Conference, January 2015, 2016

Professor, Mercadeo Internacional (International Marketing)
Universidad Centroamericana, Nicaragua, summers 2012 - 2014

Panelist, US Federal Law and Same Sex Marriage: Immigration Advising
NAFSA, San Diego, May 2014

Co-presenter, New Senior International Officer Workshop
Association of International Education Administrators, Annual Conference, January 2014

Presenter, Doing Business in Brazil Workshop
Arthur Lok Jack Graduate School of Business, Guyana, May 2012

Visiting Professor, Case Training for Consultants
Universidad de los Andes, Bogota, Colombia, summer 2008, 2010

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Presenter, "Managing Successful International Partnerships."
CLADEA International Meeting, Barcelona, Spain, May 2008

Panelist, Internacionalización más allá de las fronteras geográficas
CLADEA Annual Assembly, Miami, Florida, October 2007

Visiting Professor, Case Training for Consultants
University of North Carolina at Chapel Hill, Kenan-Flagler Executive MBA, Aug. – Sept. 2006

Visiting Professor, Brand Power
Rotterdam School of Management, Erasmus University, The Netherlands, MBA, October 2005

Panelist, "Establishing Alliances between Developed and Emerging Nations"
Strategic Alliances in Management Education Conference Montreal, Canada, November 2004

Panelist, "Creating New and Sustainable Partnerships"
Strategic Alliances in Management Education Conference sponsored by AACSB, EFMD and the
Canadian Federation of Business School Deans, Montreal, Quebec, Canada, November 2004

Co-presenter, International Ethics Workshop
OneMBA International Introduction Module, Washington D.C., September 2004

Presenter, "Comportamento para Conquistar Parceiros Internacionais"
(Ways to Win International Partners)
ExpoManagement São Paulo 2003, São Paulo, November 2003

Visiting Professor, Marketing in Brazil and Mercosur
University of Cincinnati, MBA, Spring Intensive Sessions, 2001-2003

Visiting Professor, Managing International Teams and Doing Business in Brazil
International Exec. MBA, Stockholm School of Economics in St. Petersburg, Russia, Sept. 2003

Professor, Case Training for Consultants
Arthur Andersen, FGV-EAESP Continuing Education, Brazil. September, 2001

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OTHER PROFESSIONAL EXPERIENCE

Promotion Coordinator, 1994-1995

University of New Mexico, College of Fine Arts

Coordinated public relations for college. Responsible for media relations, publicity campaigns, news releases, publications. Wrote weekly newspaper column, Arts at UNM.

Communications professional, various positions, 1989-1993

Designed and wrote brochures, advertisements, media and fundraising campaigns. Clients included hospitals, not-for-profits, real estate agencies, building contractors, aviation.

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