



MARKETING

Jeanette McDonald

Assistant Professor of Marketing

Contact

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Biography

Jeanette McDonald is a lecturer in Marketing at IPAG Business School where she is the Programme Leader for the MSc in International Marketing/International Marketing with Tourism and Events. She obtained her Ph.D in Marketing from the University of Nice, Sophia Antipolis and her MSc in European Marketing and Tourism from Edinburgh Napier University in Scotland. Her research has been published in the Journal Maghreb-Machrek and presented and published in the actes of the Congrès de l'ADERSE and the Scientific Conference of Sustainable Tourism. Jeanette's industry and managerial experience lies within the Service and Retail environment. Her research interests relate to Tourist Destination Image Construction and its influence on Consumer Behaviour and Choice, Ethical Tourism, and Student and Youth Travel.

Education

2015: Doctorate en Gestion (Ph.D) Marketing specialisation. Université de Nice, Sophia Antipolis

2006: MSc in European Marketing and Tourism. Edinburgh Napier University, Great Britain

1996: B.A in Hospitality (Tourism Management). Edinburgh Napier University, Great Britain

Teaching Areas

Strategic Marketing Management, Marketing Sectorial (Services and B2B), International Strategic Marketing, Principles & Practices of Marketing, Marketing Research, Research Methods, Marketing Strategy, Tourism Marketing, Tourism Management, Consumer Behavior, Corporate Strategy

Research Areas

Tourist Destination Image Construction and its influence on Consumer Behavior, Choice, Ethical Tourism, Student and Youth Travel

Professional experiences

Since 2001: Lecturer in Marketing/Strategy and Tourism. IPAG Business School, France

Since 2009: Programme Leader of M.Sc - IPAG Business School, France & Partner University

2012 – 2014: Lecturer in Marketing, IAE, Nice, France

2004 – 2009: Lecturer in Marketing & Academic Tutor. SKEMA, Sophia Antipolis, France

Selected publications

McDonald, J., Bonet Fernandez, D. Montargot, N. (2018). "Creating Sustainable Alternatives for the Student Travel Market: exploring the role of ethics on tourist destination image." Paper presented in the "actes de Colloque of the 8th Scientific Conference on Sustainable Tourism," Hayward, San Francisco, May, 2018

McDonald, J., Bonet Fernandez, D. (2017). "Ethics and Tourist Destination Image Formation: A Youth Travel Perspective." Paper accepted by the 8th Scientific Conference on Sustainable Tourism," Vietnam, April 2017

McDonald, J. (2015). The Role of Ethics on Tourist Destination Image Formation: An Analysis of the French Student Travel Market (Doctoral dissertation).

McDonald, J. (2012). "Ethical Tourism and Youth Travel" published and presented in the "actes de Colloque of the 3ème Journée Innovation Sociétale et Entrepreneuriales, Governance Territoriale autour de la Méditerranée," IPAG, Nice July 2012

McDonald, J. (2011). "Forming and Ethical Tourist Destination Image" published and presented in the "actes de Colloque of the 2ème Journée Innovation Sociétale et Governance Territoriale Autour de la Méditerranée," IPAG, Nice, July 2011

McDonald, J., Scotto, M. J., & Boyer, A. (2010, March). CSR and ethics in tourist destination brand image. In Actes du Colloque du 7e Congrès de l'ADERSE; RSE and Innovation.

McDonald, J. (2007). "Creating Tourism Opportunities via measuring perceived image: A Study of French business students perception of Scotland as a tourist destination" published and presented in the "actes de Colloque International." Secteur du tourisme: nouvelles menaces et opportunités – Quelles stratégies de réponse? IPAG, Paris, September 2007
