

Dr. Victoria Jones Bio

Victoria Jones was born in California and raised in Hawaii. She has a doctoral degree from Cornell University, where she studied intercultural communication, marketing and organizational behavior. She has a master's degree in mass communication from the Annenberg School at the University of Pennsylvania and a double bachelor's degree from the University of Southern California in broadcast journalism and political science.

Dr. Jones taught at the Cornell School of Hotel Administration before moving to Escola de Administração de Empresas de São Paulo da Fundação Getulio Vargas where she was a professor of marketing and Associate Dean for International Relations. At UTSA, Dr. Jones is an Associate Professor of Marketing and Director of the Business Studies for the Americas Program for the College of Business. She is the Executive Secretary of the Business Association of Latin American Studies and brought the association headquarters to UTSA.

Teaching and research areas in which Dr. Jones specializes include international marketing, advertising, international management and Latin American studies. Dr. Jones has received various honors and academic grants. She is frequently invited to lecture internationally about Latin America, global business, and international education. Additionally, she has worked professionally in marketing, PR, and journalism and was for a short time a radio disc jockey.