

PETER JONES

Peter Jones is a Professor of Management in the School of Business and Technology at the University of Gloucestershire in the UK. He has previously served as the Head of Department of Retailing and Marketing at the Manchester Metropolitan University and Dean of the Business School at Plymouth University. He has undertaken academic and educational consultancy in a number of countries including, Ireland, Norway, France, Spain Switzerland, Greece, India, Sri Lanka, Indonesia, Malaysia, Singapore, Hong Kong and China. His current research interests are in sustainability and corporate social responsibility in the tourism and hospitality industry and in the retail sector of the economy. His work has been published in a wide range of journals over a period of over 40 years.