

# Nora S. Junaid

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## ACADEMIC POSITIONS:

2016 – Present **Full Time Lecturer - Isenberg School of Management at UMass, Amherst.**

**Course:** Introduction to Business Information Systems.

- Creating stimulating course content and conducting interesting presentations.
- Developing a range of digital resources to optimize classroom learning and ensure ongoing learning outside of formal settings. Course Mobile App: Nora's Corner and Instagram Account: @Excel.Ninja.
- Training and monitoring 25 teaching assistants on how to deliver concepts in MS Office.
- Monitoring student progress and assessing the need for alternative courses of action.
- Supervising undergraduate honors research projects.

2019 – Present **Course Designer and Coordinator - Isenberg School of Management at UMass, Amherst.**

**Course:** Introduction to Business Information Systems.

- Evaluating and utilizing instructional management systems across 6 sections (900 students).
- Designing and revamping both new and established learning models.
- Teaching, guiding, and mentoring PhD students on how to deliver learning material.
- Collaborating with educators and subject experts to create course certificates (Introductory and Expert level certificates).
- Creating supplementary teacher and student guides, as well as resource packs.
- Setting up standardized tests, exams, and other formal and informal assessments to gauge the effectiveness of curriculums.
- Collecting feedback from students and making relevant changes to curriculum.

2021 **Instructor - MS in Business Analytics program at Isenberg School of Management at UMass, Amherst.**

**Course:** Mobile App Strategy and Development

- Finding resources and creating additional course content to help students starting with zero knowledge of programming to become proficient syntax-based programmers.
- Leading students through a step-by-step approach in developing reusable coding material.
- Supervising and helping students build fully running mobile applications within a semester.

2017 – Present **Online Instructor – University Without Walls at UMass, Amherst**

**Course:** Introduction to Business Information Systems.

- Designing curriculum and optimizing learning structures in a virtual version of the course taught on campus.
- Creating digital material, such as videos and podcasts, to deliver course context.
- Ensuring student engagement and high levels of performance in an online environment.

- Evaluating and monitoring student progress through weekly check-ins

2017 – 2019     **Subject Matter Expert and Course Developer for the Head Start General Business Studies Certificate Program, a partnership certificate with Isenberg’s School of Management.**

- Creating and developing course material for students with industry experience.
- Delivering course material through recorded videos and podcasts.

2014 – 2015     **Adjunct Instructor - Bentley University.**  
**Course:** Human Behavior and Organizations.

- Lecturing undergraduate students about topics in organizational effectiveness.
- Creating hands-on experiential learning exercises to help deliver course concepts.

#### **NON-ACADEMIC POSITIONS:**

2018– Current     **Content reviewer for Pearson and Cengage.**

- Reviewing content for two web-based applications (MyLab IT and SAM) that measure student proficiency in Microsoft Office.
- Providing feedback for possible software and content improvements.

#### **EDUCATION:**

2011-2018     **BENTLEY UNIVERSITY** - PhD in Business

- Committee Members: Professors Marcus Stewart, Monica Garfield, and Anne Beaudry.
- Dissertation Title: “*The Proactive Technological Disposition: Scale Development, Construct Validation, and Initial Test*”.
- External Courses:  
**Harvard Business School** - DBA Research Workshop (HBS 2006)  
**Harvard Business School** - Experimental Methods (HBS 2006)

2008-2010     **LEBANESE AMERICAN UNIVERSITY** – Master of Business Administration

2004-2008     **LEBANESE AMERICAN UNIVERSITY** – Bachelor of Science in Management Information Systems ~ Magna Cum Laude\* (GPA: 3.8/4).

#### **CERTIFICATES:**

- Cornell Certificate Program: Business Analytics.
- MS Office Excel Expert Certificate – Cengage Learning.
- ISO 9001: 2008 Quality Management Series Foundation Course.
- ISO 1400 Environmental Management Course.
- Data Mining and Business Applications.
- Microsoft Dynamics NAV trade & Dynamics CRM 3.0.
- Collaborative Institutional Training Initiative - Social and Behavioral Research. Investigators Curriculum.
- From Koala to Kangaroo: Getting Your Students Hopping with Active Learning – Cengage Learning.
- Lecture Light Shine: High Wattage (and Low-Stress) Ideas to Engage Any Student! – Cengage Learning.
- Reasons Students Hate Group Work and Why I Assign It Anyway – Cengage Learning.
- Engaging Today’s Students: Maximizing the Potential of each Learner - McGraw Hill.

- Online Learning: Are Students Adequately Setup for Success? - McGraw Hill.
- Addressing Affordability with an Unlimited Love of Learning – Cengage Learning.

## AWARDS:

- 2022** Recipient of the **College Outstanding Teaching Award (COTA)**, which recognizes excellence in teaching and honors individual faculty members at each of the university's colleges for their instructional accomplishments.
- 2022** Recipient of the **Practice and Pedagogy Award**, a recognition for Non-Tenure-Track (NTT) faculty who show merit in developing materials that advance the practice of business or pedagogy.
- 2021** Recipient of the **Isenberg College Teaching Recognition Award**, a recognition granted for the effectiveness and creativity of faculty instruction, as well as the impact they have on students, their mastery of their subject and scholarship, and their engagement in activities that improve teaching.
- 2021** Nominated for the **Teaching with Digital Technology Award**, a recognition granted for instructors who have used digital technology to improve teaching and learning.
- 2018** Nominated for the Fall 2018 **Distinguished Teaching Award (DTA)**, a student-driven recognition of teaching on campus.
- 2018** Finalist for the 2017-2018 **Distinguished Teaching Award (DTA)**.
- 2017** Nominated for the Fall 2017 **Distinguished Teaching Award (DTA)**, a student-driven recognition of teaching on campus.
- 2014** Eastern Academy of Management 2014 - Nominated for **Outstanding Theoretical Paper Award**.
- 2012** Second place winner for the **Teaching Resource Library Video Competition**, Academy of Management
- 2011** Five Year Doctoral Fellowship, Lebanese American University, Amount \$48,000 per year.
- 2011** Full PhD Tuition Waiver, Bentley University.
- 2010** Graduated with Honors (GPA: 3.62/4.00), Lebanese American University.
- 2008** Graduated with High Distinction (GPA: 3.79/4.00), Lebanese American University.

## GRANTS AND SCHOLARSHIPS

- 2022** Flex Grant for Teaching/Faculty Development for \$500.00.
- 2021** Flex Grant for Teaching/Faculty Development for \$500.00.
- 2016** Scholarship, OBTC, **Early Educator Institute and Teaching Conference**.
- 2016** Scholarship, OBTC, **Doctoral Institute**.
- 2015** Bentley University Research Expense Pool Grant, Amount: \$1,800.
- 2009** Adnan Kassar Fellowship, Lebanese American University, Amount: \$7,560 per year.
- 2004** Tuition Scholarship, Lebanese American University, Amount: \$11,344 per year.

## PUBLICATIONS:

- Founder NorasCorner App, iTunes App Store & Google Play (<https://www.norajunaid.com/blog>)
- Founder Excel.Ninja, Instagram (<https://www.instagram.com/excel.ninja/>)
- Junaid, N., Leung, O., Buono, A. F. (2015). Institutionalization or Decoupling? An Exploratory Analysis of the UN Global Compact LEAD Initiative (2015). *Business and Society Review*. Vol. 120, Issue 4, pp. 491-518.
- Dagher, G., [Chapa, O.](#), Junaid, N. (2015). The historical evolution of employee engagement and self-efficacy constructs: An empirical examination in a non-western country. *Journal of Management History*. Vol. 21, Issue 2, pp. 232 – 256.
- Dagher, G., and Junaid, N. (2010) Emotional Intelligence, Employee Engagement and Job Stress: An Empirical Investigation. *Academy for Studies in Business*.
- Junaid, N. Excel Ninja – A Guide from Zero to Hero (forthcoming).
- Stewart, M. M., & Junaid, N. Goal orientation and cross-cultural competence (forthcoming).
- Junaid, N., Stewart, M. M., Garfield M., & Beaudry A. The Proactive Technological Disposition (forthcoming).

## CONFERENCES AND PRESENTATIONS:

- Junaid, N. (2022). "Using Student Driven Technology in the Classroom", Presented at the Teaching Fellows Meeting, UMass, Amherst, Massachusetts.
- Junaid, N. (2020). "Women in Technology", Presented at Women of Isenberg Conference, UMass, Amherst, Massachusetts.
- Junaid, N. (2015). "Implications of Big Data", Presented at Bentley Research Colloquium, Bentley University, Waltham, Massachusetts.
- Junaid, N. (2014). "Proactive Personality and New Technology Adoption: Framing, Emotion, and Feedback." Presented at the EMONET IX's *Doctoral Student Consortium*, Fox School of Business, Philadelphia, Pennsylvania.
- Leung, O., Larson, B., Maynard, T., Junaid, N. (2015). "Large-scale virtual team simulations: A road map for implementation." Presented at the *AOM Conference (TLC Session); Vancouver, Canada*.
- Blancero, D., Cotton-Nessler, N. C., Marron, G. F., Berdrow, I., Fukami, C., Junaid, N., Kellogg, D. M., Mullane, K., Nurick, A. J., Spelman, D. H., Stewart, M. M. (2015). "Playing in the Same Sandbox: Coordinated Teaching in a Required Undergraduate Management Course." Presented at the *Management Faculty of Color Association Meeting*, Bridgewater, MA.
- Junaid, N. (2014). "The Role of Proactive Personality, Framing, Emotions, and Feedback in New Technology Adoption." Presented at the Bentley University's *Pre-proposal Presentation*.
- Junaid, N., Leung, O., Buono, A. F. (2014). "INSTITUTIONALIZATION or DECOUPLING?: An Exploratory Analysis of the UN Global Compact LEAD Initiative" Presented at the Eastern Academy of Management's *Eastern Academy of Management*, Newport, RI. (Nominated for Best Paper Award).
- Leung, O., Adams, S., Mullane, K., & Junaid, N. (2012). "Stop the Weather Reports" (video case finalist), Academy of Management International Online Teaching Resource Library.
- Dagher, G., Junaid, N. (2011). "The relation between self-efficacy and the three dimensions of employee engagement: an empirical investigation in a non-western country." Presented at the *Decision Science Institute Conference*.
- Dagher, G., Junaid, N. (2011). "Employee engagement and Constructive Deviant Behavior at the workplace: an empirical investigation." Presented at the *Institute of Behavioral and Applied Management*.
- Dagher, G., Junaid, N. (2010). "Emotional Intelligence, Employee Engagement and Job Stress: An Empirical Investigation." Presented at the *Allied Academies*, Las Vegas, Nevada.

## ACADEMIC ACTIVITIES:

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|-------------|---|
| <b>2019</b> | <b>Cengage Computing Experience</b> held on the Microsoft Campus in Redmond, WA   |
| <b>2018</b> | <b>Kahn Institute short-term project</b> Data, Knowledge, Pedagogy: The Age of Machine Learning   |
| <b>2018</b> | <b>McGraw-Hill Education</b> Computer Information Technology Symposium in Ft. Lauderdale, Florida   |
| <b>2017</b> | <b>McGraw-Hill Education</b> Computer Information Technology Symposium in La Jolla, CA  |
| <b>2014</b> | <b>UN Global Compact LEAD Project</b> – Member of the North American research team of the UNCG-EABIS-Ashridge Business School research project on “Assessing the UN Global Compact LEAD Initiative Pilot Phase.”                            |
| <b>2012</b> | <b>Academy of Management Video Case Teaching Competition</b> – Writer and actor for the award-winning video case “Stop the weather reports!” for the Video Case Competition, sponsored by the Academy of Management and Emerald Publishing. |
| <b>2011</b> | <b>Academy of Management</b> - Organizer of the New Doctoral Student Consortium:<br><a href="http://group.aonline.org/ndsc/">http://group.aonline.org/ndsc/</a>   |

## SERVICE AND PROFESSIONAL AFFILIATIONS:

- 2022** Committee Member for the search for a lecturer in the Operations and Information Management Department at UMass, Amherst.
- 2021** Committee Member on the Department Enrollment Committee in the Operations and Information Management Department at UMass, Amherst.
- 2019-2021** Committee Member on the Curriculum committee in the Operations and Information Management Department at UMass, Amherst.
- Fall 2018** Committee Member for hiring a Full-Time Lecturer in the Operations and Information Management Department at UMass, Amherst.
- Fall 2018** Faculty initiate for Delta Sigma Pi
- Spring 2018** Honors Research Project Chair: Creating Responsive Layouts: One Step Back for Two Steps Forward
- Spring 2018** Committee Member for hiring a Full-Time Lecturer in the Operations and Information Management Department at UMass, Amherst
- Spring 2018** Curriculum Committee Member for the Educational Effectiveness Plan in the Operations and Information Management Department at UMass, Amherst

## PROFESSIONAL EXPERIENCE:

- 2009-2011** **Continuing Education Program Coordinator - Lebanese American University**  
- Developing program/course descriptions that accurately reflect content, goals and objectives of the course for tabloid and website  
- Developing marketing plans to increase awareness of programs whereby increasing student enrollment  
- Preparing and maintaining the master schedule for every semester and having it approved  
- Monitoring instructor performance, reviewing student evaluations, and maintaining information  
- Communicating course offerings, completions and passing of exams
- 2007-2009** **Internal/Compliance Auditor for ISO 9001: 2008 and ISO 1400 Quality Management System -Pro-Services SAL**  
-Ensuring adherence to quality standards ISO 9001 & 1400, maintaining all related documents.  
-Identifying areas of quality failures and taking steps to rectify the system  
-Practicing quality standards with key emphasis on improving quality  
-Maintaining supreme quality while delivering the same to the clients  
-Assuring authenticity and no compromises on quality status
- 2005-2006** **Software Administrator - ASAM Holding**  
- Assisting in setting up an enterprise resource planning software: "CAFM".  
- Enhancing database performance, performing restores, implementing recovery procedures, handling performance tuning and conducting regular system backups.  
- Ensuing technical and functional designs meet business requirements.