

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.

2024 - Present **Instructor - MS in Business Analytics program at Isenberg School of Management at UMass, Amherst.**
Course: Data Management Using Spreadsheets

- Emphasizing best practices in cleaning, validating, and preparing data for analysis.
- Providing real-world business scenarios and hands-on projects for practical experience.
- Encouraging critical thinking in choosing appropriate tools for different types of data problems.
- Preparing students to work confidently with data in professional settings, laying the groundwork for further study in analytics, operations, and decision-making.

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

2021	<p>Instructor - MS in Business Analytics program at Isenberg School of Management at UMass, Amherst.</p> <p>Course: Mobile App Strategy and Development</p> <ul style="list-style-type: none"> • 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.
2020	<p>Instructor - Isenberg School of Management at UMass, Amherst.</p> <p>Course: Big Ideas in Business.</p> <p>This course, which is required of all Isenberg first-year students, is an opportunity for first-years to gather and discuss topics relevant in business today. Faculty receive a 13-week course plan with the flexibility of supplementing these materials with their own resources. Sample topics include “Innovation and Entrepreneurship”, “The Impact of Social Media”, and “Corporate Culture” amongst other intriguing concepts.</p>
2014 – 2015	<p>Adjunct Instructor - Bentley University.</p> <p>Course: Human Behavior and Organizations.</p> <ul style="list-style-type: none"> • Lecturing undergraduate students about topics in organizational effectiveness. • Creating hands-on experiential learning exercises to help deliver course concepts.
NON-TEACHING POSITIONS:	
2022 – 2024	<p>Isenberg Teaching Fellow</p> <p>This honor goes to faculty whose creative and effective use of educational technologies in course design and delivery has helped improve all types of courses, whether delivered face-to-face, online, or in a hybrid combination. During the fellowship, they are responsible for sharing best practices with the full faculty, to enhance the school’s instructional quality across departments, programs, and teaching levels.</p>
2022 – Current	<p>Virtual Scholar Host - Kyiv School of Economics (KSE)</p> <p>UMass Amherst is partnering up with KSE to establish several modalities for Ukrainian students and scholars to be part of the UMass academic community. In conjunction with the academic exchange program for students, a non-resident, virtual Scholar in Residence program has been created for scholars affiliated with KSE. Selected Ukrainian scholars collaborate with centers, departments, and faculty at UMass Amherst on relevant research topics virtually and will receive a stipend through the KSE Foundation.</p>
2018– Current	<p>Content reviewer for Pearson and Cengage</p> <ul style="list-style-type: none"> • 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.
2017 – 2019	<p>Subject Matter Expert and Course Developer for the Head Start General Business Studies Certificate Program, a partnership certificate with Isenberg’s School of Management</p> <ul style="list-style-type: none"> • Creating and developing course material for students with industry experience. • Delivering course material through recorded videos and podcasts.

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:

- 2025 Recipient of the Microsoft Most Valuable Professional Award.
- 2023 Recipient of the Teaching with Digital Technology Award, a recognition granted for instructors who have used digital technology to improve teaching and learning.
- 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 Research 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: 3.62/400), 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:

- Junaid, N. (2024). *Excel Ninja: The Guide from Zero to Hero*. Amazon Kindle Direct Publishing. Available at: <https://www.amazon.com/dp/B0F92TZLKM>
- Founder NorasCorner App, iTunes App Store & Google Play (<https://www.norajunaid.com/blog>)
- Founder Excel.Ninja, Instagram (<https://www.instagram.com/excel.ninja/>)
- Junaid, Nora, "Technological Proactivity: Development of a Measure and Initial Test". 2018. 3. https://scholars.bentley.edu/etd_2018/3
- 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:

2019	Cengage Computing Experience held on the Microsoft Campus in Redmond, WA
2018	Kahn Institute short-term project Data, Knowledge, Pedagogy: The Age of Machine Learning
2018	McGraw-Hill Education Computer Information Technology Symposium in Ft. Lauderdale, Florida
2017	McGraw-Hill Education Computer Information Technology Symposium in La Jolla, CA
2014	UN Global Compact LEAD Project – 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.”
2012	Academy of Management Video Case Teaching Competition – 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.
2011	Academy of Management - Organizer of the New Doctoral Student Consortium: http://group.aomonline.org/ndsc/

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.