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ACADEMIC POSITIONS

Isenberg School of Management, UMass Amherst

2016 – Present

Full-Time Lecturer & Course Coordinator — Introduction to Business Information Systems

- Facilitate 2 courses across graduate and undergraduate levels; one course spans 22 sections serving thousands of students annually.
- Lead, recruit, onboard, train, and coach a distributed team of 33 teaching assistants and 4 doctoral students, ensuring consistency and quality across all sections.
- Design structured weekly workflows, shared documentation, and teaching standards; host voluntary Sunday pedagogy workshops covering technology, communication, and teamwork.
- Mentored TAs who secured roles at organizations including Amazon, attributing their success to analytical and collaboration skills developed under this program.
- Transformed a traditional course into an industry-aligned experience through curriculum redesign, real-world applications, and original instructional content.
- Developed Nora's Corner, a mobile app (iOS & Android) downloaded by 400+ students per semester to track course updates, deadlines, and emerging technology trends.
- Designed and launched a digital credentialing initiative: a verified Excel skills badge certified by Isenberg School of Management and LinkedIn; 1,500+ students earned the badge since Spring 2024.
- Led school-wide implementation of ExPrep, an instructional technology platform that improved grading consistency and reduced turnaround time across all sections.
- SRTI teaching evaluation scores consistently above 4.5, including on high-weight items (overall teaching quality, preparation) across large, complex course environments.

Isenberg School of Management, UMass Amherst

2024 – Present

Instructor — MS in Business Analytics: Data Management Using Spreadsheets

- Emphasize best practices in cleaning, validating, and preparing data for analysis using real-world business scenarios and hands-on projects.
- Prepare graduate students to work confidently with data in professional settings, laying the groundwork for further study in analytics, operations, and decision-making.

University Without Walls, UMass Amherst

2017 – Present

Course Facilitator — Introduction to Business Information Systems (Online)

- Design and optimize curriculum for a fully virtual course environment.
- Utilize educational technologies and digital learning platforms to enhance student learning and course accessibility.
- Create digital materials including videos and podcasts to deliver course content.
- Monitor student engagement and progress through weekly check-ins.

Isenberg School of Management, UMass Amherst

2021

Instructor — MS in Business Analytics: Mobile App Strategy and Development

- Guided students from zero programming knowledge to building fully functional mobile applications within a single semester.

Updated: July 1st, 2026

Isenberg School of Management, UMass Amherst

2020

Instructor — Big Ideas in Business (Required First-Year Course)

- Led discussions on Innovation & Entrepreneurship, Social Media Impact, and Corporate Culture for all Isenberg first-year students.

Bentley University

2014 – 2015

Adjunct Instructor — Human Behavior and Organizations

- Lectured undergraduate students on organizational effectiveness; designed hands-on experiential learning exercises.

LEADERSHIP & NON-TEACHING ROLES

Co-Director, Consulting Academy — Isenberg School of Management

2024 – Present

- Develop and manage curriculum for consulting projects, workshops, and professional skill-building sessions.
- Coordinate faculty, staff, and industry partners to deliver high-quality experiential learning; mentor students on project management, analysis, and client engagement.

Isenberg Teaching Fellow — UMass Amherst

2022 – 2024

- Recognized for creative and effective use of educational technologies in course design and delivery.
- Shared best practices with the full faculty to enhance instructional quality across departments, programs, and teaching levels.

Virtual Scholar Host — Kyiv School of Economics (KSE)

2022 – 2023

- Hosted a Ukrainian scholar through UMass–KSE academic exchange, supporting collaborative research in a virtual residency model.

Content Reviewer — Pearson & Cengage

2018 – 2020

- Reviewed MyLab IT and SAM web-based applications measuring student Microsoft Office proficiency; provided feedback for content and software improvements.

Subject Matter Expert & Course Developer — Head Start General Business Studies Certificate Program

2017 – 2019

- Created and delivered course material for industry-experienced students through recorded videos and podcasts, in partnership with Isenberg School of Management.

EDUCATION

Bentley University

2011 – 2018

Ph.D. in Business

- Dissertation: “The Proactive Technological Disposition: Scale Development, Construct Validation, and Initial Test”
- External Courses: Harvard Business School — DBA Research Workshop; Experimental Methods

Lebanese American University

2008 – 2010

Master of Business Administration

Graduated with Honors (GPA: 3.62/4.00)

Lebanese American University

2004 – 2008

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Bachelor of Science in Management Information Systems

Graduated Magna Cum Laude (GPA: 3.8/4.00)

AWARDS & RECOGNITIONS

- 2025 Microsoft Most Valuable Professional (MVP)** — Recognized for sustained contributions to Excel education and community engagement
- 2024 Microsoft Ambassador** — Invited by Microsoft Excel product team to support high-impact educational creators; early access to product insights integrated into curriculum
- 2023 Teaching with Digital Technology Award** — Recognized for using digital technology to improve teaching and learning
- 2022 College Outstanding Teaching Award (COTA)** — Excellence in teaching; honors individual faculty at each university college
- 2022 Research and Pedagogy Award** — Non-Tenure-Track faculty recognition for advancing the practice of business education
- 2021 Isenberg College Teaching Recognition Award** — Effectiveness, creativity, and student impact in faculty instruction
- 2021 Nominated — Teaching with Digital Technology Award**
- 2018 Finalist & Nominee — Distinguished Teaching Award (DTA)** — Student-driven recognition of outstanding teaching
- 2014 Nominated — Outstanding Theoretical Paper Award** — Eastern Academy of Management
- 2012 Second Place — Teaching Resource Library Video Competition** — Academy of Management
- 2011 Five-Year Doctoral Fellowship** — Lebanese American University — \$48,000/year
- 2011 Full Ph.D. Tuition Waiver** — Bentley University

PUBLICATIONS & DIGITAL PROJECTS

- Junaid, N. (2025). Excel Ninja: The Guide from Zero to Hero. Amazon Kindle Direct Publishing. [Amazon Best-Seller] — Adopted across all course sections; prepares students for Microsoft Excel Core and Expert certifications.
- Excel.Ninja — Education-centered learning platform with 250,000+ learners. Publishes short, targeted lessons aligned with weekly course objectives. [instagram.com/excel.ninja](https://www.instagram.com/excel.ninja)
- Nora's Corner — Mobile application (iOS & Android) for course updates, deadlines, and technology trends. 400+ downloads per semester. [norajunaid.com/blog](https://www.norajunaid.com/blog)
- Junaid, N. Technological Proactivity: Development of a Measure and Initial Test. 2018.
- Junaid, N., Leung, O., Buono, A. F. (2015). Institutionalization or Decoupling? 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. Journal of Management History, Vol. 21, Issue 2, pp. 232–256.
- Dagher, G., and Junaid, N. (2010). Emotional Intelligence, Employee Engagement and Job Stress. Academy for Studies in Business.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Cornell Certificate Program: Business Analytics
- MS Office Excel Expert Certificate — Cengage Learning
- Microsoft Dynamics NAV Trade & Dynamics CRM 3.0
- Data Mining and Business Applications
- ISO 9001: 2008 Quality Management Series Foundation Course
- ISO 1400 Environmental Management Course
- Collaborative Institutional Training Initiative — Social and Behavioral Research
- From Koala to Kangaroo: Getting Your Students Hopping with Active Learning — Cengage
- Lecture Light Shine: High Wattage Ideas to Engage Any Student! — Cengage

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- Online Learning: Are Students Adequately Setup for Success? — McGraw Hill
- Engaging Today's Students: Maximizing the Potential of each Learner — McGraw Hill
- Microsoft Office Community Member Badge

SERVICE & PROFESSIONAL AFFILIATIONS

- Committee Member, Lecturer Search — OIM Department, UMass Amherst (2022, 2018)
- Committee Member, Department Enrollment Committee — OIM Department (2021)
- Committee Member, Curriculum Committee — OIM Department (2019–2021)
- Faculty Initiate, Delta Sigma Pi (2018)
- Honors Research Project Chair: Creating Responsive Layouts (Spring 2018)
- Organizer, New Doctoral Student Consortium — Academy of Management (2011)
- UN Global Compact LEAD Project — North American Research Team (2014)

SELECTED CONFERENCES & PRESENTATIONS

- Junaid, N. (2022). "Using Student Driven Technology in the Classroom." Teaching Fellows Meeting, UMass Amherst.
- Junaid, N. (2020). "Women in Technology." Women of Isenberg Conference, UMass Amherst.
- Leung, O., Larson, B., Maynard, T., Junaid, N. (2015). "Large-scale virtual team simulations." AOM Conference, Vancouver, Canada.
- Junaid, N., Leung, O., Buono, A. F. (2014). "Institutionalization or Decoupling?" Eastern Academy of Management, Newport, RI. (Nominated for Best Paper Award)
- Junaid, N. (2014). "Proactive Personality and New Technology Adoption." EMONET IX Doctoral Consortium, Fox School of Business, Philadelphia, PA.

PRIOR PROFESSIONAL EXPERIENCE

Lebanese American University — Continuing Education

2009 – 2011

Program Coordinator

- Developed program/course descriptions, marketing plans, and master schedules; monitored instructor performance and student evaluations.

Pro-Services SAL

2007 – 2009

Internal/Compliance Auditor — ISO 9001 & ISO 1400

- Ensured adherence to quality management standards; identified and rectified quality failures.

ASAM Holding

2005 – 2006

Software Administrator

- Assisted in setting up an ERP system (CAFM); maintained database performance, backups, and recovery procedures.