

# NADIA ABGRAB NOORMOHAMED

## EDUCATION

D.B.A. - 1994	Business Administration, Alliant International University United States International College of Business Dissertation Title: <i>An Analysis of Potential Marketing Success for Retailers in Tijuana Assuming the Implementation of the North American Free Trade Agreement (NAFTA)</i>	San Diego, CA
M.B.A. - 1991	Marketing Concentration, Providence College	Providence, RI
B.S. - 1981	Business Administration - Marketing, University of Massachusetts Teaching Credentials: Massachusetts Certification in Secondary Schools Subjects: Business, Mathematics, and Social Studies	Dartmouth, MA #252794

## TEACHING

2005 - Present	ASSOCIATE PROFESSOR - Tenured Salve Regina University Chair of Department of Business Studies & Economics - 2013-present Marketing Coordinator - 2010-present	Newport, RI
2000 - 2005	ASSOCIATE PROFESSOR Stonehill College Business Administration Department - Marketing	Easton, MA
1994 - 2000	ASSISTANT/ASSOCIATE PROFESSOR Johnson & Wales University College of Business - School of Creative Marketing	Providence, RI
1991 - 2006	ADJUNCT PROFESSOR Bristol Community College Alliant University, U.S. International College of Business Providence College, Department of Business Administration Rhode Island College, Department of Economics & Management UMass - Dartmouth, College of Business & Industry	Fall River, MA San Diego, CA Providence, RI Providence, RI Dartmouth, MA

## COURSES TAUGHT

Business/Market Research Methods w/Service Learning	Marketing Strategies-capstone	Marketing Principles
International Consumer Behavior w/Service Learning	Issues in Social Marketing	International Marketing
Integrated Planning & Business Development-capstone	Small Business Marketing	Retail Management
Consumer Behavior w/Service Learning	Principles of Management	Sports Marketing
Marketing Externship-capstone	Marketing Communications I	Direct Marketing
Retail Executive Decision Making & Field Experience	1 <sup>st</sup> Year Business Experience	International Retail
Marketing Management-MBA	Hot Topics in Marketing-MBA	Global Business-MBA
Sports Marketing Internship-MBA	World Culture & Emerging Business in India-study abroad	
<b>Workshops:</b> Sports Promotion, Muslim Marketing, Direct Mail Basics, India Culture		<b>On-line</b>

## PROFESSIONAL MEMBERSHIPS

- American Society for Competitiveness (ASC) - Advisory Council/Editorial Board
- International Society for Competitiveness (ISC)
- American Marketing Association (AMA) - Chapter Co-Advisor & Member
- International Academy of Business Disciplines (IABD)
- Northeast Decision Sciences Institute (NEDSI)
- Southeast New England Chapter of the American Marketing Association
- American Society of Business and Behavioral Sciences (ASBBS)
- Direct Marketing Association (DMA) & New England Direct Marketing Association (NEDMA)

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## PUBLICATIONS

- 2012
- Assaf, Abgrab Noormohamed, Ali Saouli (2012). “Rethinking Marketing Communication – Using Social Media to Attract College Consumers in the Middle East” – <http://www.highbeam.com/doc/1P3-2823622951.html>
  - Assaf, Abgrab Noormohamed, Massrouf (2012). “To Buy or Not To Buy - Attitudes of Middle East College Consumers Toward Western-Made Products” Business Research Yearbook, Business and Global Social Responsibility, ISBN 1-889754-17-X, Vol. XIX, No.1. pp. 175-179
- 2009 - 2011
- Abgrab Noormohamed, Kelleher, & Donofrio (2011). “Personal Spending Patterns of College Students - An Analysis of Southern India and Northeastern United States” American Society of Business and Behavioral Sciences - Publication Pending Las Vegas, NV
  - Abgrab Noormohamed (2010). “China’s Modern Marketplace - Trends Affecting Middle Class Consumer Culture” International Conference on Management of Emerging Paradigm - Conflicts in a Globalizing World, Proceedings - PESIT/IUP Bangalore, India
  - Ou, Massrouf, & Abgrab Noormohamed (2009). “Putting the Pedal to the Metal: Forces Driving the Decision-Making Process toward American-Made Vehicles by Consumers in Taiwan, China, and Thailand” Competitive Forum, V7, ISSN#1545-2581, pp. 343-353
  - Moschella, Abgrab Noormohamed (2009). “Nag Factor: How Pester Power Persuades Parents’ Pockets” Business Research Yearbook, Global Business Perspectives, ISBN 1-889754-14-5, Vol. XVI – Number 2, pp. 680 –684
  - Sriboonlue, Abgrab Noormohamed, & Massrouf (2009). “Understanding Cultural Perceptions of Vacationers-Promoting Thailand Tourism” 3<sup>rd</sup> International Conference on Managing in a Sustainable Economy, Proceedings - PESIT/IUP CD Disk Bangalore, India
- 2006 - 2008
- Abgrab Noormohamed and Kolakowski (2008). “India’s Youth – Transitioning Lifestyles for an Emerging Global Market” Competitive Forum, V6, ISSN#1544-2581, pp.357-365
  - Abgrab Noormohamed (2008). “Muslim Women - Adapting Culture to the Modern Western World” Journal of Diversity Management, Vol. 3, No. 1, ISSN# 1558-0121, pp.67+
  - Abgrab Noormohamed (2007). “Marketing Challenges-Fashion in the Muslim World” Hawaii International Conference on Business, 7<sup>th</sup> Annual Conference Proceedings, ISSN# 1539-722X
  - Jaturavith, Abgrab Noormohamed, & Massrouf (2007). “Internet Adoption by Consumers in Thailand-Competing in a Globalized World” Competition Forum, V5, ISSN#1545-2581, p.156
- 2003 - 2005
- Abgrab Noormohamed (2005). “Muslim-American Marketplace: Understanding Cultural Diversity” International Business & Economics Research Journal, V5, No. 4, ISSN#1535-0754
  - Abgrab Noormohamed (2004). “American Misperceptions: Marketing to Muslims in the US” Competition Forum, Vol. 2(1), ISSN# 1545-2581, pp.439+
  - Long and Abgrab Noormohamed (2004). “Implementing Strategic Change: Can Firms in Kosovo Benefit by Adding Direct Marketing to the Mix?” Annual Meeting of the Northeast Decision Sciences Institute, Proceedings - pp. 142-144
  - Abgrab Noormohamed and Long (2003). “Strategic Responses to Institutional Pressures Affecting Entrepreneurial Activities: A Study of Albanian Kosovars” Competitive Forum, Vol. 1, Number 1, ISBN# 1545-2581, pp. 29-36
  - Abgrab Noormohamed and Archambault (2003). “Want Milk? Organizational Strategies to Effect Change in the Behavior of Beverage Consumption by Teens”. Annual Meeting of the Northeast Decision Sciences Institute, Proceedings - pp. 248-250
- 2000 - 2002
- Abgrab and Caldwell (2002). “Brand America - A Global Perception” Business Research Yearbook, Global Business Perspectives, ISBN 1-889754-06-4, Vol. IX, pp.188 -192
  - Tackett and Abgrab (2001). “The Potential Benefit of the Free Trade Agreement of the Americas on the United States’ Economy: A Proposed Study of Oregon as a Model” Global Competitiveness, Vol. 9, 2001. ISSN 1071-0736, pp. 357-363. Closson Press
  - Warrington, Abgrab, and Balsmeier (2000). “U.S.-E.U. Privacy Regulation and its Impact on E-Commerce” Conference Proceedings for 9th Annual World Business Congress. p.448-454.
  - Warrington, Abgrab, & Caldwell (2000). “Building Trust to Develop Competitive Advantage in E-Business Relationships.” Competitiveness Review. Vol. 10 No. 2, pp. 160-169

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- 1998 - 1999
- Warrington, Abgrab, & Caldwell (1999). "Building Trust to Develop Competitive Advantage in E-Business Relationships" Journal of Global Competitiveness. Vol.7 (1), pp. 145-154
  - Abgrab and Caldwell (1999). "The Avon Lady Calls on China: Adapting to an Uncertain Regulatory Environment" Global Business Perspectives, Vol.VI pp. 242-246
  - Abgrab (1998). "Internationalization of Retailing in Tijuana" American Society for Competitiveness Annual Research, Volume - ISSN 1071-0736, pp. 1-9
- 1994 - 1995
- Abgrab (1995). Case to Appendix 3: "Marketing Plan for Delicious Delectables", Upstart Publishing. The Market Planning Guide, David H. Bangs, Jr., 4<sup>th</sup> Edition, Chicago, IL
  - Abgrab (1994). "An Analysis of Potential Marketing Success for Clothing Retailers in Tijuana Assuming the Implementation of the North American Free Trade Agreement" The Third Facing North/Facing South Conference Proceedings, Kalamazoo, MI

### PROFESSIONAL PRESENTATIONS

- 2012 - 2013
- 23<sup>rd</sup> American Society for Competitiveness - Washington, DC
    - "Rethinking Marketing Communication – Using Social Media to Attract College Consumers in the Middle East" (2012) - pending
  - 24<sup>th</sup> Annual International Academy of Business Disciplines - Long Beach, CA
    - "To Buy or Not To Buy - Attitudes of Middle East College Consumers Toward Western-Made Products" (2012) by co-author
  - 41<sup>st</sup> Annual Meeting - Northeast Decision Sciences Institute - Newport, RI
    - "Workshop: Community Based Service Learning" (2012) by co-authors
- 2009 - 2011
- 22<sup>nd</sup> American Society for Competitiveness - Orlando, FL
    - "Attitudes Towards Western-Made Products: A Study of College Consumers In Jordan, Lebanon, and Dubai" (2011)
  - American Society of Business and Behavioral Sciences - Las Vegas, NV
    - "Personal Spending Patterns of College Students – An Analysis of Southern India and Northeastern United States" (2011)
  - Management of Emerging Paradigm - Conflicts in a Globalizing World, Bangalore, India
    - "China's Modern Marketplace - Trends Affecting Middle Class Consumer Culture" (2009)
  - American Society for Competitiveness - Tysons Corner, VA
    - "Putting the Pedal to the Metal: Forces Driving the Decision-Making Process toward American-Made Vehicles by Consumers in Taiwan, China, and Thailand" (2009)
  - 21<sup>st</sup> Annual International Academy of Business Disciplines - St. Louis, MO
    - "Nag Factor: How Pester Power Persuades Parents' Pockets" (2009)
  - 3<sup>rd</sup> International Conference on Managing in a Sustainable Economy - Bangalore, India
    - "Understanding Cultural Perceptions of Vacationers – Promoting Thailand Tourism" (2009)
- 2006 - 2008
- American Society for Competitiveness - Orlando, FL
    - "India's Youth – Transitioning Lifestyles for an Emerging Global Market" (2008)
  - Hawaii International Conference on Business - Waikiki, HI
    - "Marketing Challenges - Fashion in the Muslim World" (2007)
  - American Society for Competitiveness - Tulsa, OK
    - "Internet Adoption by Consumers in Thailand - Competing in a Globalized World" (2007)
  - International Business and Economics Research Conference - Las Vegas, NV
    - "Muslim Women – Adapting Culture to the Modern Western World" (2006)
- 2003 - 2005
- International Business and Economics Research Conference - Las Vegas, NV
    - "Muslim-American Marketplace: Understanding Cultural Diversity" - Best in Track (2005)
  - American Society for Competitiveness - Falls Church, VA
    - "American Misperceptions: Marketing to Muslims in the US" (2005)
    - "Strategic Responses to Institutional Pressures Affecting Entrepreneurial Activities: A Study of Albanian Kosovars" (2004)

## NADIA ABGRAB NOORMOHAMED

2004 Annual Meeting of the Northeast Decision Sciences Institute - Atlantic City, NJ  
· “Implementing Strategic Change: Can Firms in Kosovo Benefit by Adding Direct Marketing to the Mix?”

32<sup>nd</sup> Annual Meeting - Northeast Decision Sciences Institute - Providence, RI  
· “Want Milk? Organizational Strategies to Effect Change in the Behavior of Beverage Consumption by Teens”

2000 - 2002

14<sup>th</sup> Annual International Academy of Business Disciplines - Los Angeles, CA  
· “Brand America – A Global Perception”

American Society for Competitiveness - Arlington, VA (2001)

· “The Potential Benefit of the FTAA on the US’ Economy: A Study of Oregon as a Model”

13<sup>th</sup> Annual International Academy of Business Disciplines - Orlando, FL

· “Global Business Implications: Comparison of US – Thailand Cultural Differences”

Ninth Annual World Business Congress - San Jose, Costa Rica

· “U.S. - E.U. Privacy Regulation and its Impact on E-Commerce”

1997 - 1999

American Society for Competitiveness - Atlanta, GA/ Boston, MA/ Dallas, Texas

· “Building Trust to Develop Competitive Advantage In E-Business Relationships” (1999)

· “Internationalization of Retailing in Tijuana, Mexico” (1998)

· “Impact of the NAFTA on US Manufacturers and Mexican Retailers” (1997)

11<sup>th</sup> Annual International Academy of Business Disciplines - Chicago, IL

· “The Avon Lady Calls on China: Adapting to an Uncertain Regulatory Environment”

### **PROFESSIONAL CONFERENCES ATTENDED**

2012 -2013

35<sup>th</sup> American Marketing Association Collegiate Conference (2013) New Orleans, LA

23<sup>rd</sup> American Society for Competitiveness (2012) - Washington, DC

World Affairs Council of RI - Multifaceted India: Today and Tomorrow (2012) - Providence, RI

American Marketing Association Collegiate Conference (2012) New Orleans, LA

2009 - 2011

American Marketing Association Collegiate Conference (2011) New Orleans, LA

The Social Media Marketing Conference (2011) Taunton, MA. SkillPath Seminars

Get Motivated Business Seminar, attended with 21 students. (2011) Providence, RI

22<sup>nd</sup> American Society for Competitiveness - Orlando, FL

· Global Competitiveness: New Challenges, New Strategies (2011)

18<sup>th</sup> Annual American Society of Business and Behavioral Sciences Conference, (2011) Las Vegas

International Society for Competitiveness, Bangalore, India

· Management of Emerging Paradigm - Conflicts in a Globalizing World (2010)

· 3<sup>rd</sup> International Conference on Managing in a Sustainable Economy (2009)

20<sup>th</sup> & 21<sup>st</sup> American Society for Competitiveness, Tysons Corner, VA

· The New Economic Paradigm: Collaborative Competition (2010)

· Transformation: Sustaining Competitiveness in an Interdependent World (2009)

21<sup>st</sup> Annual International Academy of Business Disciplines, St. Louis, MO

· Communication Strategies for Success in Global Business (2009)

2006 - 2008

Students in Free Enterprise

· Regional Competition (2008) - Warwick, RI

· Team Training Conference (2007) at Bryant University - Smithfield, RI

· World Cup International (2007) - New York City, NY

· Regional Competition (2007) - Boston, MA

18<sup>th</sup> American Society for Competitiveness (2007) - Tulsa, OK

· “Improving Competitiveness: Business Practices, Government Policies & Cultural Challenges”

Hawaii International Conference on Business (2007) - Waikiki, HI

International Assembly for Collegiate Business Education Conference (2007) - Newport, RI

17<sup>th</sup> American Society for Competitiveness (2006) - Fairfax, VA

· “Improving Competitiveness: Business Practices, Government Policies & Cultural Challenges”

Students in Free Enterprise (2006) - Regional Competition in Boston, MA

## **NADIA ABGRAB NOORMOHAMED**

- 2003 - 2005 International Business & Economics Research Conference (2005 & 2006) - Las Vegas, NV  
15<sup>th</sup> American Society for Competitiveness (2004) - Falls Church, VA  
· “Future of Global Free Enterprise”  
14<sup>th</sup> American Society for Competitiveness (2003) - Falls Church, VA  
· “Competitiveness in a Dynamic World”  
Northeast Decision Sciences Institute - (2004) Atlantic City, NJ and (2003) Providence, RI
- 2000 - 2002 14<sup>th</sup> Annual International Academy of Business Disciplines (2002) - Los Angeles, CA  
· “Global Environment & Trends”  
13<sup>th</sup> Annual International Academy of Business Disciplines (2001) - Orlando, FL  
· “Managing in a Global Environment”  
13<sup>th</sup> American Society for Competitiveness “Trade and Development” (2002) - Arlington, VA  
Ninth Annual World Business Congress - San Jose, Costa Rica  
· “Managing in a Turbulent International Business Environment”  
NET.MARKETING Conference & Exhibition - Boston, MA  
· Direct Marketing Educational Foundation, “Teaching Exchange” for professors  
11<sup>th</sup> Annual Meeting of the International Academy of Business Disciplines (1999) - Chicago, IL  
· “Managing In A Global Environment”
- 1994 - 1999 Sales Force Automation - Digital Consulting Institute - Boston, MA  
· “Customer Relationship Management Conference”  
National Service-Learning in Teacher Education Partnership Conference - Providence, RI  
· “Northeast Regional Service-Learning in Teacher Education Institute”  
New England Direct Marketing Association - “Basic Institute” Certificate program  
Center for Direct Marketing at Merrimack College, “Marketing on the Internet I”- Andover, MA  
· “Marketing on the Internet I”  
10<sup>th</sup> American Society for Competitiveness (1999) - Atlanta, GA  
American Marketing Association - Eastern Collegiate Conference, Providence, RI  
Western Michigan University - Kalamazoo, MI  
· “3<sup>rd</sup> Facing North/Facing South Conference: US/Canadian/Mexican Relations & NAFTA”  
Information Builders' Seminar, “Live on the Web” - Providence, RI  
Leonard Monihan Advertising Agency - Providence College, Providence, RI  
· “Persuasion in Advertising”, by Pamela Hamlin, Senior Vice-President

### **AWARDS and SCHOLARSHIP**

- 2011 - 2013 Salve Regina University  
· Co-advisor: American Marketing Association (AMA) - lead students to International Conference  
Placed Top 10 Overall and Awarded Best Small School Chapter of 150+ Schools for past 4 years
- 2009 - 2011 The Direct Marketing Educational Foundation, Inc. - Fellowship Recipient 2010  
· “Mobile Marketing Media”, New York, NY  
Salve Regina University  
· Co-advisor: American Marketing Association (AMA) - lead students to International Conference  
· Developed/taught 4 Business workshops: Direct Mail Basics, Sports Promotion, India Culture, and Muslim Marketing  
· Modified/taught an undergraduate course: MGT305 - International Issues in Consumer Behavior  
· Selected by Sr. Leona to attend the ‘Diversity Dialog Series’ for 2009-2010 academic year
- 2007 - 2008 The Direct Marketing Educational Foundation, Inc. - Fellowship Recipient  
· “Predicting Customer Behavior: Finding What Works and Why”, New York, NY  
Salve Regina University  
· Received Feinstein Service Learning Grant - implementation in Consumer Behavior course  
· Developed, created, and taught a new graduate course: MGT581 - Hot Topics in Marketing  
· Served on the 60<sup>th</sup> Anniversary Challenge Faculty Committee  
· Prepared 8 of our 86 SIFE members for Regional Competition - won Division 2<sup>nd</sup> Runner-Up  
· Created Fashion Show with SIFE, Salve Alumni, & Talbots, Inc. for Etiquette Dinner

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- Presented at Celebrate Learning, topic: “Real Money, Real World”
- Created and executed 2<sup>nd</sup> Sports Day Event on 2/09/07 - It’s More than a Game - Exploring Opportunities in the Business of Sports” in conjunction with Admissions
- 2005 - 2006 · Established SRU SIFE Chapter; 7 of the 58 members won Rookie of the Year & Runner-Up
- Best of Track Award at the International Business & Economics Research Conference for Abgrab Noormohamed, “Muslim-American Marketplace: Understanding Cultural Diversity”
- Developed/created/taught courses: MGT305-Consumer Behavior & MGT312-Sports Marketing
- Co-presented at Celebrate Learning, topic: “Enterprising Ideas!” with Traci Warrington - 9/13/06
- Created and executed the Sports Day Event on 4/28/06 - It’s More than a Game - Exploring Opportunities in the Business of Sports” in conjunction with Institutional Advancement
- The Direct Marketing Educational Foundation, Inc. - Fellowship Recipient
- “The Law of Direct Marketing”, New York, NY
- 2000 - 2004 Stonehill College - Business Administration Department
- Technology Grant received for web-based marketing class
- Top Merit Recipient
- The Direct Marketing Educational Foundation, Inc. - Fellowship Recipient, New York City, NY
- Creative Strategy · Winning Direct Mail
- New England Direct Marketing Association - received Professor Award for Excellence
- Small Grant received to develop, teach a new undergraduate course: BA445-Direct Marketing
- 1996 - 1999 Johnson & Wales University - Merit Recipient
- Outstanding Community Service Learning Team Spirit Award
- The Direct Marketing Educational Foundation, Inc. - Fellowship Recipient, New York City, NY
- Database for the Consumer Market · Professors’ Institute
- Advanced Statistics · Basic Institute – Boston, MA
- Statistics & Modeling · Success @ www

### **COLLEGE AND COMMUNITY ACTIVITIES**

- 2011 - 2013 Salve Regina University
- Elected to serve on Evaluation Committee - 2011-2013
- Liaison for New Student Seminar & Business Studies & Economics Department - 9/12-5/13
- Raised ‘No-Tanning’ Awareness in collaboration with Student Health Education - 3/5-7/12, 3/5/13
- Service Learning - International Issues in Consumer Behavior students partnered with The Vinny Lecavalier Foundation & Camp Hope RI-raised over \$2200 for Pediatric Cancer Research - F’11
- Served on Search Committee for a Business Studies Department Marketing Faculty - 10/10-2/12
- Scheduled 3 Guest Lecturers for Business Department Speaker Events
- Coordinated & presented Alpha Mu Alpha Honors at Business Awards - 4/9/11, 4/21/12, 4/20/13
- Presented SRU AMA recognitions at Student Life Honors Dinner - 4/14/11, 5/2/12
- Created ‘Fall 2011 Course Selections’ event & pizza party for Business undergraduates - 3/30/11
- Partnered with RI Small Business Development Center - 10 clients
- St. Demetrios Greek Orthodox Church
- Volunteered at St. Demetrios Church Taste of Greece Festival – 2010-2012, Created flyer – 2012
- 2007 - 2010 Salve Regina University
- Served on Search Committee for a Marketing Faculty for the Business Studies Department
- Coordinated Department Faculty presentations at Fall Open House - 11/7/10
- Liaison for New Student Seminar & Business Studies & Economics Department - 9/09-5/11
- University Retention Committee-created Major Madness Fair for undeclared students - F’08-S’10
- Student Success Subcommittee of University Retention Committee - F’09-S’10
- Service Learning - Newport Community School
- Research desires and interests of adult learners for integration into existing programs - S’10
- Interactive presentations at Rodgers grades (5-8), Chindia -12/9/09
- Research project to integrate 5<sup>th</sup> grade students into middle school environment - 5/5/09
- Interactive presentations at Thompson Middle School grades (6-8) - APEC nations -12/5/08

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- Service Learning - Newport Gulls Hall of Fame
  - Research project to develop logistics for Inauguration Dinner & proposed facility - 1/16/10
- Partnered with RI Small Business Development Center- 15 clients & 4 Service Learning projects
- Diversity Dialogues - interdepartmental faculty in thought about mission, students, & diversity
- Participated in Fall Festival Weekend's Business Alumni Event - 9/26/09
- Rhode Island Women In Higher Education (RIWHE)-Salve Representative - helped plan Annual Meeting at Salve Regina University's Pell Center to honor Sr. Therese Antone - 4/17/09
- Nominated/presented a Department Faculty with Viva Mercy tribute - 10/15/08
- Co-coordinated Salve Activities/Meals for IACBE Conference - 10/18-19/08
- Served on the 60<sup>th</sup> Anniversary Challenge Faculty Committee
- Coordinated Department Faculty presentations at Connections Day - 4/5/08
- Pictured with 'SRU Women in Business' in Rhode Island Monthly Magazines - April 2007
- The Pennifield Middle School - 2007 presentation to 6-8<sup>th</sup> graders on BRIC emerging markets
- Created and executed 2<sup>nd</sup> Sports Day Event on 2/09/07 - It's More than a Game - Exploring Opportunities in the Business of Sports" in conjunction with Admissions

New England Family Wellness Foundation, Inc. - Board of Directors, Marketing Director

- Local Farm Fresh Produce Fair - 11/8/09
- Outback Steakhouse Cookout & Silent Auction - 9/15/07, 9/10/05
- 5K Children's Wellness Walk and Fair - 5/05/07, 9/17/06, 11/7/04
- 5K Children's Halloween Safety Walk and Fair - 10/30/05

Fall River Chamber of Commerce – Ambassador 2007-2008

St. Demetrios Greek Orthodox Church

- Publicity Chair - Spring Dinner Dance, Greek Festival
- Volunteer at events throughout year

2004 - 2006

Salve Regina University

- The Pennifield Middle School - 2006 presentation to 6-8<sup>th</sup> graders, an International Market Economics Fair -Brazil, Cambodia, Greece, Ireland, Italy, Japan, & Portugal
- Created and executed the Sports Day Event on 4/28/06 - It's More than a Game - Exploring Opportunities in the Business of Sports" in conjunction with Institutional Advancement

Fall River Chamber of Commerce – Ambassador 2004-2006

Volunteered at the Lioness - Spaghetti Supper 2000-2006

St. Demetrios Greek Orthodox Church

- Co-Chair of the Annual Dinner Dance, Promotional Chair - Dinner Dance, Greek Festival
- Volunteered at St. Demetrios Church Annual Weekend Festival - since 1994

1999 - 2003

New England Family Wellness Foundation, Inc. - Marketing Coordinator

- Planned, coordinated, and created all promotions for 1<sup>st</sup> - 6<sup>th</sup> Kids Day America International™ health, safety, & environmental awareness day for children to benefit local organizations
- Marketing Manager - Practable Products - entrepreneurial chiropractic adjusting tables venture

Stonehill College

- Faculty Senate - Nominating Committee · AACSB - Faculty Advancement Committee
- Fall River Chamber of Commerce – Liaison 2003-2004
- Created Business Alumni Newsletter - S'03, Update S'02, F'01, and 2000 in Review Editions
- Served on committee to develop new freshman course, "First-Year Business Experience"

## **INTERNATIONAL ACADEMIC EXPERIENCES**

- India 2010 · Created, coordinated, and advised a 2 week study-abroad experience to India with 9 students  
Topic - World Culture and Emerging Business in India involved Conference and cultural visits
- Belgium 1999 · Taught Summer-Abroad Program for Johnson & Wales University in Brugge, Belgium  
Topic - International Corporate Retailing involved classroom and site visits
- Europe 1992 · Faculty Advisor for University of Massachusetts Dartmouth to France, Belgium, & England  
to research topic EC 92: Opportunities for U.S. Manufacturers
- Kenya 1990 · Graduate research: Transfer of Technology to Developing Countries by Multinational Corps.

# NADIA ABGRAB NOORMOHAMED

## **BOOK REVIEWS, EDITS**

- 2010 - 2013 · Academic Advisory Board Member—Annual Editions: Global Issues 11/12, 12/13 - McGraw Hill
- Previewed and reviewed Consumer Behavior textbook by South-Western (a part of Cengage Learning) entitled, “CB4” by Babin/Harris. ISBN: 978-1-111-97053-6
- Previewed and reviewed Consumer Behavior textbook by South-Western (a part of Cengage Learning) entitled, “CB2” by Babin/Harris. ISBN: 0324829965.
- Nordstrom Advisory Panel Survey Participant, Seattle, WA
- 2008 · Previewed and reviewed Consumer Behavior textbook by South-Western (a part of Cengage Learning) entitled, “CB” by Babin/Harris. ISBN: 032437949.
- 2003 · Edited Exercise 19 of “Consumer Behavior in Action” by Geoffrey P. Lantos
- 2002 · The Journal of Consumer Marketing, Book Reviews - Vol. 19, No. 2
- “Getting Everything You Can Out of All You’ve Got”, Piatkus (Publishers) Limited
- 1999 · The Journal of Consumer Marketing, Book Reviews - Vol. 16, No. 6, pp. 625 - 628
- “Marketing Straight to the Heart” by Barry Feig, AMACOM, NY
- National Focus Group Participant, American Marketing Association
- Represented Johnson & Wales University to evaluate 'Marketing' text by Berkowitz, et al
- 1997 · The Journal of Consumer Marketing, Book Reviews - Vol. 14, No. 6, pp. 485 - 487
- “Competition in the 21<sup>st</sup> Century” by Kirk W. M. Tyson, St. Lucie Press, FL

## **CONFERENCE CHAIR, DISCUSSANT, and REVIEWER**

- 2011 - 2013 · American Marketing Association’s International Collegiate Conference, New Orleans, LA
- Reviewer & Finalist Judge-Annual Reports & Chapter Plans; Reviewer of Faculty Paper Track (2011-2012); Moderator - Small Chapter (2011-2012) & Membership Sessions (2013)
- 1998 - 2013 · American Society for Competitiveness - Advisory Council and Editorial Board member
- Served as Track Chair for Student Papers, Paper Reviewer, Session Chair, and Discussant
- 2003 & 2004 · Northeast Decision Sciences Institute - Reviewer and Session(s) Chair