Access to Experts

Nora Ganim Barnes  
Chancellor, Professor of Marketing, Director, Center for Marketing Research  
University of Massachusetts Dartmouth  
Senior Fellow  
The Conference Board Marketing and Communications Center

Nora Ganim Barnes is a Chancellor, Professor of Marketing and Director of the Center for Marketing Research at the University of Massachusetts Dartmouth. Nora has worked as a consultant for many national and international firms. Working closely with businesses in the Northeast US, Nora and her students have provided marketing research assistance to hundreds of small businesses as well as Fortune 500 companies including Scott’s Lawn Care and Honeywell.

Nora has published hundreds of articles in academic and professional journals and proceedings, has contributed chapters to books, and has been awarded numerous research grants and teaching awards. Her work has been covered online and in print by Business Week, The NY Times, Washington Post, CNN, Reuters, Wall Street Journal, Fox News, Computer World, Time Magazine and the Harvard Business Review, among others. She is currently a Fellow in the Marketing and Communications Division at The Conference Board.

Nora is a frequent speaker at corporate meetings and keynote at conferences. Nora can be reached at nbarnes@umassd.edu.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

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Publications by Nora Ganim Barnes

Research Reports

- Millennials and Social Commerce: Engagement Leads to Sales but Paid Social May Not
  19 July, 2017
- Follow the Leader: The Adoption and Use of Instagram by the Inc. 500 and the Fortune 500
  12 December, 2016
- Millennials and Social Commerce: Brands and Buy Buttons
  01 September, 2016
- The 2015 Fortune 500 and Social Media: Instagram Gains, Blogs Lose
  01 November, 2015
- LinkedIn Dominates, Twitter Trends and Facebook Falls: The 2014 Inc. 500 and Social Media
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- Millennials Transform Social Commerce: Hashtag 'Buy' Buttons?
  01 December, 2014
- The 2014 Fortune 500 and Social Media: LinkedIn Dominates As Use of Newer Tools Explodes
  01 December, 2014
- Picture This: Top Charities Master Visual and Social Media
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- LinkedIn Rules But Sales Potential May Lie with Twitter: The 2013 Inc. 500 and Social Media
  01 December, 2013
- 2013 Are Bullish on Social Media: Big Companies Get Excited About Google+, Instagram, Foursquare and Pinterest
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- College Presidents Out-Blog and Out-Tweet Corporate CEOs as Higher Ed Delves Deeper into Social Media to Recruit Students
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- Social Media Settles In Among the 2012 Inc. 500
  01 December, 2012
- The Missing Link in Social Media Use among Top MBA Programs: Tracking Prospects
  01 December, 2012
- Social Media Surge by the 2012 Fortune 500: Increased Use of Blogs, Facebook, Twitter, and More
  01 December, 2012
- Higher Ed Documents Social Media ROI: New Communications Tools Are a Game Changer
  01 December, 2012
- Social Media Adoption Soars as Higher Ed Experiments and Reevaluates Its Use of New Communications Tools
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- The 2011 Fortune 500 and Social Media Adoption: Have America's Largest Companies Reached a Social Media Plateau?
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- The Fortune 500 and Social Media 2010: A Longitudinal Study of Blogging, Twitter and Facebook Usage by America's Largest Companies
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- The 2010 Inc 500 Update: Most Blog, Friend and Tweet But Some Industries Still Shun Social Media
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- The Fortune 500 and Social Media: A Longitudinal Study of Blogging, Twitter and Facebook Usage by America's Largest Companies
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