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 Report

- **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**
  01 December, 2014
- **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**
  23 April, 2014
- **LinkedIn Rules But Sales Potential May Lie with Twitter: The 2013 Inc. 500 and Social Media**
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- **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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  01 December, 2012
- **The Missing Link in Social Media Use among Top MBA Programs: Tracking Prospects**
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  01 December, 2012
- **Higher Ed Documents Social Media ROI: New Communications Tools Are a Game Changer**
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- **Social Media Adoption Soars as Higher Ed Experiments and Reevaluates Its Use of New Communications Tools**
  01 December, 2011
- **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: A Longitudinal Study of Blogging and Twitter Usage by America's Largest Companies**
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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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