

Access to Experts



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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. She has published articles in academic and professional journals and proceedings, has contributed chapters to books, and has been awarded numerous research grants. Her work has been covered online and in print by Business Week, Forbes, USA Today, Financial Times, NY Times, Washington Post, CNN, Reuters, Wall Street Journal, Fox News and Computer World among others. She has been named Co-chair of Research by the Society for New Communications Research.

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

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Publications by Nora Ganim Barnes

Research Report

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- [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?](#)
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- [2013 Are Bullish on Social Media: Big Companies Get Excited About Google's, Instagram, Foursquare and Pinterest](#)
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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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