

NAMRA HUSSAIN PhD

B. Arch, MBA, PhD in Marketing



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1320 E. University Ave., Las Cruces, NM

EDUCATION

PhD in Business Administration,

Concentration: Marketing; Minor: Experimental Statistics
New Mexico State University

5/24

Las Cruces, NM

Master of Business Administration in Marketing,

Concentration: Operations and Supply Chain Management; Minor: Data Analytics
Indiana State University

07/20

Terre Haute, IN

Bachelor of Architecture and Design

Beacon House National University
National University of Sciences and Technology

06/16

Lahore, Pakistan

Islamabad, Pakistan

EMPLOYMENT INFORMATION

New Mexico State University

Visiting Assistant Professor

8/24 – Current

New Mexico State University

Teaching as a graduate assistant

8/21 – 5/24

Indiana State University

Teaching and researcher as a graduate assistant

8/18 – 6/20

HRAC (Lahore, Pakistan)

Junior Architect and Project Manager

6/16 – 6/18

Duha Architects

Junior Architect and Project Manager

6/14 – 6/16

RESEARCH

Research Interests:

I view my research along three broad research streams: a) Examining the factors affecting consumers' psychological perception, judgement, decision-making and behavior, b) Focused on development of novel constructs, c) Examining the impact of pedagogy on student attitudes and success.

Publications:

1. Soto-Ferrari, Milton, Odette Chams-Anturi, Escorcia-Caballero, J. P., **Namra Hussain**, & Muhammad Khan (2019). Evaluation of bottom-up and top-down strategies for aggregated forecasts: state space models and arima applications. In *Computational Logistics: 10th International Conference, ICCL 2019, Barranquilla, Colombia, September 30–October 2, 2019, Proceedings 10* (pp. 413-427). Springer International Publishing.

Working Papers:

1. DeFronzo, Ryan F., **Namra Hussain**, and Erin Baca Blaugrund, “The Impact of an Experiential Social Media Pedagogy on Ethnic Minority Students’ Social Media Career Interest and Perceived Career Preparation,” (Final preparation for a submission to the *Journal of Education and Work*, ABDC level: B).
2. **Hussain, Namra**, Ivonne M. Torres, Ryan F. DeFronzo, and Miguel Ángel Zúñiga, “Timings of Price Disclosure and the Perspicacity of Two Mindsets: Conscious Consumerism vs. Social-Oriented Consumerism,” (Data analysis stage. Target journal: *The Journal of Consumer Research*, ABDC level: A*).
3. **Hussain, Namra**, Ivonne M. Torres, Ryan F. DeFronzo, and Miguel Ángel Zúñiga, “Narrative Persuasion (Top-Dog vs. Underdog) to Evaluations: A Route Through Consumer-Brand Identification and the Moderating Roles of Self-esteem, Product Involvement, and Generational Cohorts,” (Data analysis stage. Target Journal: *The Journal of Advertising*, ABDC level: A).
4. **Hussain, Namra**, Ivonne M. Torres, Rozbeh Madadi, Ryan F. DeFronzo, and Miguel Ángel Zúñiga, “Brand Addiction: A Comprehensive Framework,” (Data analysis stage. Target journal: *Journal of Business Research*, ABDC level: A).
5. DeFronzo, Ryan F., Ivonne M. Torres, **Namra Hussain**, Rozbeh Madadi, and Miguel Ángel Zúñiga, “Trendy or Trying Too Hard? The Interaction Between Brand Heritage Cues and Social Media Icons on Attitudes and Behavioral Intentions,” (Data analysis stage. Target journal: *The Journal of Business Research*, ABDC level: A).
6. DeFronzo, Ryan F., Ivonne M. Torres, **Namra Hussain**, and Miguel Ángel Zúñiga, “Fueling the Movement: How Certified Minority-Owned Enterprise Cues in Advertisements Can Increase Support for Minority Entrepreneurs and Enterprises,” (Data analysis stage. Target journal: *The Journal of Consumer Research*, ABDC level: A*).
7. DeFronzo, Ryan F., Ivonne M. Torres, **Namra Hussain**, and Miguel Ángel Zúñiga, “Living Vicariously: Do Ethical Production Labels Grant Consumers a Moral License to Act Less Prosocially?,” (Data analysis stage. Target journal: *The Journal of Business Ethics*, ABDC level: A).
8. **Hussain, Namra**, “Blockchain Adoption: A Value Creation Perspective: The Moderating Role of Compatibility with Firm Type” (Data collection stage. Preparing for *Journal of Management*, ABDC level: A*)
9. **Hussain, Namra**, “Blockchain Marketing-- Smart Contracts: An Analysis Of The Underlying Mechanism And Precursors To Enhance Adoption” (Data collection stage. Preparing for *Journal of Marketing*, ABDC level: A*).

Conference Proceedings:

1. Soto-Ferrari, Milton, Odette Chams-Anturi, Escorcía-Caballero, J. P., **Namra Hussain** & Muhammad Khan (2019). Evaluation of bottom-up and top-down strategies for aggregated forecasts: state space models and arima applications. In Computational Logistics: 10th International Conference, ICCL 2019, Barranquilla, Colombia, September 30–October 2, 2019, Proceedings 10 (pp. 413-427). Springer International Publishing.

Conference Presentations:

1. DeFronzo, Ryan F., and Namra Hussain, “Expanding the Mind and Self: How Experiential Learning in The Social Media Classroom Bolsters Student Confidence for a Social Media Marketing Career,” New Mexico State University Research and Creativity Week Conference, New Mexico State University, Las Cruces, NM, February 2023 [Best Poster Presentation Award].

Journal Reviewing:

The General Journal of Psychology (ad hoc)

Research Grants:

Department of Marketing Research Grant, New Mexico State University (\$500)	2023
Department of Marketing Research Grant, New Mexico State University (\$1,000)	2022

TEACHING EXPERIENCE

Teaching Interests:

- Advertising
- Digital and Social Media Marketing
- Consumer Behavior
- Marketing / Business Ethics
- Retail Management
- New Product Development
- Entrepreneurship
- Sports Marketing
- Principles of Marketing
- Quantitative Reasoning / Analytics
- Sales

Teaching and Assistantship Activities:

New Mexico State University (8/2024 – Current)

- MKTG 312 – Personal Selling
 - Fall 2024 – Format: 16-wk in-person days
- MKTG 357: Internet and Social Media Marketing
 - Fall, 2024 – Formats: 16-wk in-person days
- MKTG 303: Internet and Social Media Marketing
 - Fall, 2024 – Formats: 16-wk in-person days/ 16-wk asynchronous online

New Mexico State University (while a Ph.D. student, 8/2020 – 5/2024)

- MKTG 311: Consumer Behavior
 - Summer 2022 – Format: 5-wk online
 - Positive qualitative comments
- MKTG 357: Internet and Social Media Marketing
 - Fall, 2021/ Spring, 2022/ Fall, 2022/ Spring, 2023 / Fall, 2023 – Formats: 16-wk in-person days/ 16-wk asynchronous online; Summer 2023 – Format: 5-wk online
 - Positive qualitative comments

Indiana State University (while an MBA student, 2018-2020)

- Graduate and Teaching Assistantship
 - Web Designing, Survey Building, Small Business Development, Student Recruitment Process (Dr. Aruna Chandrasekaran)
 - Research Development, Grading (Dr. Bahareh Javadizadeh, Dr. Aruna Chandrasekaran)
 - Tutoring for Statistics course

Invited Guest Lectures - Indiana State University

- Human Resource Management – Diversity, Equity and Inclusion in Organizations
- Statistics – Forecasting using R-software

Teaching and Research Assistantships (at New Mexico State University):

- 2020-2021 Academic Year:
 - RA for Jianjun (John) Zhu
 - RA/TA for Yanfen (Cindy) You (Advertising)
 - RA for Mihai Niculescu
- 2021-2022 Academic Year:
 - TA for Siddeeq Shabazz (Principles of Marketing, Consumer Behavior; Human Behavior/ORG)
 - RA for Mihai Niculescu
 - TA for Erin Blaugrund (Principles of Marketing, Personal Selling)
- 2022-2023 Academic Year:
 - TA for Juan Holguin (BUSA)
 - TA for Siddeeq Shabazz (Principles of Marketing, Consumer Behavior; Human Behavior/ORG)
- 2023-2024 Academic Year:
 - TA for Juan Holguin (BUSA)
 - TA for Siddeeq Shabazz (Principles of Marketing, Consumer behavior; Human Behavior/ORG)

INDUSTRY EXPERIENCE

Junior Architect / Social Media Manager
HRAC

06/2016 – 06/2018
Lahore, Pakistan

- Started the business venture with a partner
- One-on-one Client discussions

- Initiated several design projects
- Interviewed/ Hired qualified candidates and trained, mentored and coached staff
- Researched, proposed, streamlined, implemented, and managed several social media channels for marketing purposes – After 6 months the company had reached client-base in more than 5 cities

Junior Architect / Project Manager

Duha Architects

06/2015 – 06/2016

Lahore, Pakistan

- Hired as Designer and Junior Architect and was quickly positioned as project manager.
- One-on-one Client discussions
- Responsible for material utility and employee time slot designations
- Managed workforce on site and in the office
- Responsible for budgeting/revenue stream in reference to the quotation

Consulting Projects

- P&N Ventures, LLC (B2B Communications, Consumer reach through marketing channels)
- KK Corporation, LLC (Venture planning, Social Media Marketing)

MEMBERSHIPS

- Member of the Society for Collegiate Leadership and Achievement (SCLA) 2019
- Member of the MBA Association, Scott School of Business, Indiana State University 2018-2020
- Member of SIDPSC (International Debating and Public Speaking Championship Society) 2008-2014

AWARDS

- ‘Engineering a Bronco’ Award – educational excellence and dedication to student success and helping students achieve their goals 2023
- ISU Dean’s List (GPA of 3.5 and above) 2018-2020
- “Jamiluddin Aali Library Corner” [Best Design Poster Award] 2012
- “All Pakistan NGO’S Festival” Leadership Award 2008

IT AND SOFTWARE SKILLS

- Arena Simulation: Able to create and design manufacturing and service operations, simulating & modeling the processes making them more cost, time and workforce efficient
- R- Studio: Programming and Analyses of data sets and predict plausible implications
- SAS: Programming and Analyses of data sets to predict plausible results
- SPSS: Data Analysis and Programming
- SEM: AMOS- Analyses of data sets to predict plausible results and implications
- LMS: Canvas®, Blackboard™ 9, Pearson Education, Inc.’s MyLab®, McGraw-Hill Connect®
- Marketing: HootSuite®, HubSpot®
- Microsoft Excel: Solver, Statistical Operations, Data Analysis
- Adobe Photoshop and Illustrator, AutoCAD, Google Sketch-Up, Revit – Complete grasp over softwares