

**Nagwan R. Zahry, Ph.D.**

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## EDUCATION

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**MICHIGAN STATE UNIVERSITY**, East Lansing, MI

Department of Advertising and Public Relations

College of Communication Arts and Sciences

Ph.D., 2017

Dissertation Title: Organizational Fairness and Voluntary Labelling Genetically Engineered Foods: Does Fairness Sell?

**AMERICAN UNIVERSITY IN CAIRO**, Cairo, Egypt

Department of Political Science

M.A., 2008

Major: Political Science

Thesis Title: Corporate Social Responsibility in Egypt: Case Studies of Hopes and Struggles.

**AMERICAN UNIVERSITY IN CAIRO**, Cairo, Egypt

Department of Mass Communication

Marketing Communications, 2007

**PROJECT MANAGEMENT INSTITUTE (PMI)**, Pittsburgh, PA

Project Management Professional (PMP) Certification, 2007

**AIN SHAMS UNIVERSITY**, Cairo, Egypt

Bachelor of Liberal Arts, 2005

**SAINT VINCENT DE PAUL**, France-Egypt

High School, 2000

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## PROFESSIONAL EXPERIENCE

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**Assistant Professor**

August 2018 to present

Department of Communication

College of Arts and Sciences - University of Tennessee at Chattanooga

*Courses Taught Include:*

- Social media marketing
- Organizational communication
- Social marketing strategies and practices
- Public relations writing
- Strategic communication for non-profit organizations

*Research Interests Include:*

- Health communication with special focus on healthy eating
- Risk and crisis communication in the context food recalls
- Science communication with special focus on scientists representation using verbal and non-verbal communication

**Co-director of Internship Program**

September 2018 - January 2019

Department of Communication

College of Arts and Sciences - University of Tennessee at Chattanooga

*Responsibilities Included*

- Counseled and advised students about career planning and internship opportunities
- Evaluated students' internships including supervisors' evaluations
- Identified and monitored internship

**Assistant Professor**

December 2017 - May 2018

Department of Advertising and Public Relations

College of Communication Arts and Sciences - Michigan State University

*Research Duties Included*

- Conducted quantitative research on food labelling strategies, corporate reputation management and consumer buying behavior
- Conducted quantitative research on science communication including STEM colleges

*Courses Taught Included:*

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| • Sponsorships and Promotional Planning                                      | Fall 2018 |
| • Fundraising and Philanthropy in Non-Profit Organizations (Master's degree) | Fall 2018 |
| • Instructor: Digital Social Marketing: Strategies and Practices             | Fall 2016 |
| • Instructor: Media Planning and Buying                                      | Fall 2014 |

**Research Project Manager**

December 2017 – July 2018

College of Nursing - Michigan State University

*Responsibilities included:*

- Conducted quantitative research on dietary behaviors and purchase intentions of (un)healthy foods among parents and children in Head Start programs.
- Ran experiments, collected, and analyzed data
- Prepared surveys/interview questions, and summarized interviews
- Prepared materials for submission to funding agencies

**Quantitative Research Assistant**

September 2012 - October 2017

Department of Advertising and Public Relations

College of Communication Arts and Sciences - Michigan State University

*Responsibilities included:*

- Conducted literature reviews; prepared manuscripts, reports, and presentations
- Prepared annual reports for submission to granting agencies and foundations
- Prepared online surveys and face-to-face interview questions
- Recruited online subjects & interviewed subjects
- Collected, analyzed, and presented data

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**PUBLICATIONS**


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**Zahry, N.R.** & Besley, J.C. (2019). Warmth Portrayals to Recruit Students into Science Majors. *Visual Communication*, 1470357219871696

**Zahry, N.R.** & Ling, Y. (2019). Parental Perceived Facilitators for and Barriers to Participating in Lifestyle Interventions to Reduce Early Childhood Obesity. A Qualitative Evaluation. *Western Journal of Nursing Research*, 0193945919866691

Ling, Y., & **Zahry, N.R.** (2019). Using Participatory Learning and Parental Support to Assist Head Start Preschoolers Develop Healthy Habits: Dose-Response Relationship. *Nursing Research*, 12-21.

Ling, Y., & **Zahry, N.R.** (2018). Relationship of Adult and Child Dietary Intakes in Michigan and Implications for Programming Region-Wide. *Journal of Extension*, 56(6).

Besley J.C., **Zahry, N.R.**, McCright, A., Elliott K., Martin, J., & Kaminski N. (2018). Conflict of Interest Mitigation Procedures May Have Little Influence on the Perceived Procedural Fairness of Risk-Related Research. *Risk Analysis*, 1-15.

Ling, Y. & **Zahry, N.R.**, Wasilevich, E. (2018). Dietary Intake among Head Start Preschooler-Caregiver Dyads. *Journal of Pediatric Nursing*, 65-72.

**Zahry, N.R.**, & Besley, J.C. (2017). Genetically engineered, genetically modified, or agricultural biotechnology. Does the term matter? *Journal of Risk Research*, 1-16.

Besley, J.C., McCright, A. **Zahry, N.R.**, Elliott, K., Martin, J., Kaminski, N., (2017). Perceived Conflict of Interest as Procedural Fairness in Health Science Partnerships. *PLOS ONE*, 1-20.

**Zahry, N.R.**, Cheng, Y., & Peng, W. (2016). Content Analysis of Diet-Related Mobile Apps: A Self-Regulation Perspective. *Health Communication*, 1-10.

**Zahry, N.R.**, & Besley, J.C. (2016). Students' Perceptions of Agriculture and Natural Resources Majors: Understanding STEM Choice. *Journal of Natural Sciences Education*, 1-13.

### MANUSCRIPTS UNDER PEER REVIEW

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**Zahry, N.R.**, & Besley, J.C. More Than Just a Front-Label: Mediating Role of Affective Attitudes on Risk Judgments and Purchase of Genetically Engineered Foods.

**Zahry, N.R.**, & Besley, J.C. Can Scientists Portray Interpersonal Warmth? Testing Warmth Messages in the Context of College of Agriculture and Natural Resources.

### MANUSCRIPTS IN PROGRESS

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**Zahry, N.R.** & Besley, J.C. Product Recall Crisis Management: Investigating the Effectiveness of Justice Dimensions in Post-Crisis Responses. Food Recalls as a Test Case.

### PEER REVIEWED CONFERENCE PAPERS

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**Zahry, N.R.**, & Cassie Kilter (2019, April). Decoding Marketing Messages and Product Attributes on Cereals Packages.? Undergraduate Research Symposium-University of Tennessee.

Ling, Y., **Zahry, N.R.**, & Robbins, L. (2018, November). Assisting Head Start Preschoolers Develop Healthy Habits: Dose-Response Relationship. Obesity Week, Nashville, TN.

**Karla, P.**, **Zahry, N.R.**, & Ling Y. (2018, April). Perceived Motivations and Barriers for Parents Attending Health Lifestyle Interventions. National Association of School Nurses' (NASN) 50th Annual Conference, Maryland.

**Zahry, N.R.**, & Besley, J.C. (2017, August). Visual Portrayals of Scientists' Interpersonal Warmth. Poster presented at the Association for Education in Journalism and Mass Communication (AEJMC), Chicago.

**Zahry, N.R.**, & Besley, J.C. (2016, November). More Than Just a Front-Label: Mediating Role of Affective Attitudes on Risk Judgments and Purchase of Genetically Engineered Foods. Paper presented at the *National Communication Association (NCA) Conference*, Philadelphia, Pennsylvania.

Kononova, A., McAlister, A. Jung Oh. H. Wonkyung, K. **Zahry, N.R.** (2016, June). Pick a Carrot: The Effects of Multitasking with Screen Devices on Snack Food Choices. Paper presented at the *International Communication Association Conference (ICA)*. Japan.

**Zahry, N.R.**, Cheng, Y., & Peng, W. (2014, November). Content Analysis of Diet related Mobile Applications: A self-regulation perspective. Paper presented at the Annual Conference of the *National Communication Association (NCA) Conference*, Chicago, IL.

McAlister, A., & **Zahry, N.R.** (2014, June). Parents' Attitudes Towards Child-Directed Advertising, Paper presented at the Marketing and Public Policy Conference, Boston, MA.

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**GRANTS**


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Junior Faculty Research Award University of Tennessee at Chattanooga	2018
Dissertation Grant Michigan State University – College of Communication Arts & Sciences	2017
Summer Research Grant Michigan State University – College of Communication Arts & Sciences	2016

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**AWARDS**


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Fellowship Award Gary W. Rollins College of Business Center for Innovation & Entrepreneurship University of Tennessee at Chattanooga Project Title: Mobile Apps and Food Marketing for College Students: Bridging the Gap between Health & Marketing	2019
Article of the Year Association for Education in Journalism and Mass Communication (AEJMC), D.C. Besley, J.C., McCright, A., <b>Zahry, N.</b> , Elliott, K., Kaminski, R., & Joseph D. Martin. Perceived Conflict of Interest in Health Science Partnerships.	2018
Janet Loria Scholarship - Academic and Career Achievement Award Michigan State University – College of Communication Arts & Sciences	2017
Award of Fellowship Support Michigan State University – College of Communication Arts & Sciences	2014

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**SERVICE**


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**JOURNAL REVIEWER**

- Risk Analysis
- Health Communication

**CONFERENCE REVIEWER**

- AEJMC Communicating Science, Health, and Environment Division

**DEPARTMENT SERVICE**

- Faculty Search Committee – Spring 2018 to present

## **PROFESSIONAL PUBLIC AND PRIVATE SECTOR EMPLOYMENT EXPERIENCE**

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### **VALUE CHAIN Education Reform Project for Agricultural Vocational Schools-Egypt.**

Funded by United States Agency for International Development (USAID) and implemented by Midwest Universities Consortium for International Activities (including universities including Michigan State University, the Ohio State University, University of Illinois, University of Minnesota, Purdue university, and Iowa State University).

### **Senior Project Manager-Midwest Universities Consortium for International Activities Inc. October 2008 to July 2012**

**USA - Egypt**

#### *Responsibilities included:*

- Led the planning and design of marketing communication plans including advocacy and outreach initiatives in line with USAID communication strategy
- Managed the implementation of four programs on active learning, supervised internship, entrepreneurship, and Future Farmers of Egypt in 117 high schools in Egypt
- Led and evaluated four project managers and 35 mid-career professionals
- Supported the Chairperson as the spokesperson of the project, built information networks and maintained relations with press and media representatives, USAID officials, public and private sector organizations, and non-governmental organizations.
- Identified, synthesized, and developed storylines for publications (e.g., success stories, best practices) and substantive articles to be published on web and in other media.
- Developed monitoring and evaluation system and periodic reporting mechanisms
- Supervised the design and content of the project website, in addition to online forums to raise public awareness about the project's activities
- Supervised the online media relations contact list/database to ensure rapid and accurate information dissemination to the media
- Promoted the project's mandate and activities in rural areas through public hearings with community leaders, media representatives, and local officials
- Organized and provided communication training to project staff and administrators
- Supervised budget, approved expenditures, and annual budgetary plans

### **Senior Communication Officer**

**Financial Services Project – Funded by United States Agency for International Development (USAID) - Egypt  
January 2007 - September 2008**

#### *Responsibilities included:*

- Assisted in formulating the communication strategy for Mortgage Finance Authority and mortgage finance companies
- Prepared and supervised the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programs
- Fostered community relations through events such as open houses and community outreach initiatives

- Commissioned market research and managed public surveys to assess public opinion about mortgage finance and property registration
- Assisted in preparing social marketing plan for a new, automated registration office
- Worked intensively with communications and advertising agencies in creative concepts and key messages for TV and radio programs, and organized events including press conferences, exhibitions, open houses and press tours.

### **Training Materials Developer**

**Implemented by NGO Service Center and funded by USAID - Egypt**

**October 1999 – June 2003**

*Responsibilities included:*

- Assisted in preparing thematic training booklets on advocacy, networking and governance.
- Assisted in producing information packages, periodicals and newsletters
- Assisted in launching websites; wrote articles, book reviews, and success stories
- Engaged local and national non-government organizations in fundraising events.

### **OTHER PROFESSIONAL SKILLS**

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Languages

Proficiency in English, French, and Arabic (speaking, reading, writing).