

# VESELINA P. VRACHEVA, Ph.D.

SCHOOL OF BUSINESS  
NORFOLK STATE UNIVERSITY

## CONTACT



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## ACADEMIC POSITION

### Norfolk State University

Assistant Professor

2025 - Present

## EDUCATION

Ph.D., Old Dominion University, Norfolk, VA, USA Major: <i>Strategic Management</i>	2010 - 2014
MBA, Western Carolina University, Cullowhee, NC, USA Major: <i>Business Administration</i>	2005 - 2007
BBS, Galway-Mayo Institute of Technology, Galway, Ireland Major: <i>Marketing</i>	2003 - 2005

## TEACHING

- BUS 330 Business Communication
- BUS 387 Introduction to Entrepreneurship
- BUS 415 International Management
- BUS 420 Organizational Change and Development
- BUS 478 Strategic Management

## RESEARCH (recent publications)

- Sinha, C., Vraceva, V., & Nistor, C. (2024). Maximizing generative AI benefits with task creativity and human validation. *Journal of Behavioral and Applied Management*, 24(2), 112-122.
- Garger, J., Jacques, P. H., Vraceva, V., & Connolly, C. (2023). Components of transformational and transactional leadership: Predicting academic performance beyond and below expectations. *Journal of Behavioral and Applied Management*, 23(3), 155-166.
- Stoyneva, I., & Vraceva, V. (2022). Demystifying entrepreneurial name choice: Insights from the US biotech industry. *New England Journal of Entrepreneurship*, 25(2), 121-143.
- Vraceva, V., & Stoyneva, I. (2020). Does gender equality bridge or buffer the entrepreneurship gender gap? A cross-country investigation. *International Journal of Entrepreneurial Behavior & Research*, 26(8), 1827-1844.
- Garger, J., Vraceva, V. P., & Jacques P. H. (2020). A tipping point analysis of service-learning hours and student outcomes. *Education + Training*, 62(4), 413-425.
- Vraceva, V. P., Moussetis, R., & Abu-Rahma, A. (2020). The mediational role of engagement in the relationship between curiosity and student development: A preliminary study. *Journal of Happiness Studies*, 21(4), 1529-1547.
- Vraceva, V. P., Abu-Rahma, A., & Jacques, P. (2019). Effects of context on the entrepreneurial intent of female students from the United Arab Emirates. *Education + Training*, 61(6), 700-717.
- Jacques, P. H., Vraceva, V., & Garger, J. (2019). The effects of student personality on perceptions of two-source transformational leadership. *Journal of Further and Higher Education*, 43(3), 321-332.

