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Academic Degrees

- Ph.D. University of Florida, Gainesville, FL, Marketing, 1993.
- Ph.D. UC San Diego, La Jolla, CA, Biochemistry, 1986.
- M.Sc. Indian Institute of Technology, Bombay, India, Chemistry, 1980.
- B.Sc. University of Bombay, Bombay, India, Chemistry, 1978.

Employment Experience

- Professor, Rowan University (2005 - Present), Glassboro, New Jersey.
- Associate Professor, Rowan University (2000 - 2005), Glassboro, New Jersey.
- Assistant Professor, Fairleigh Dickinson University (1993 - 2000), Madison, New Jersey.
- Postdoctoral Research Associate, Harvard Medical School, Department of Neurobiology (1996 - 1998), Boston, Massachusetts.

Articles in Journals

- Austin MD, L., Wowkanech, C., Cypel, B., Aylea, E. G., & Pontes, M. C. (2018). Effectiveness of ASA for VTE Prophylaxis in Arthroscopic Rotator Cuff Repair. *The Orthopedic Journal of Sports Medicine*, 6 (7 (Suppl 4)).
- Pontes, M. (in press, 2018). Additive Interactions between Gender and Bullying Victimization on Depressive Symptoms and Suicidality: Youth Risk Behavior Survey 2011-2015. *Nursing Research*.
- Pontes, M. (in press, 2018). Not in Cabells or Google Scholar. *Çerçeve: Ekonomi ve Düşünce Dergisi*.
- Pontes, N., Ayres, C., Lewandowski, C., & Pontes, M. C. (in press, 2018). Trends in Bullying Victimization by Gender among US High School Students. *Research in Nursing and Health*.
- Ayres, C., Pontes, N. M., & Pontes, M. C. (2017). Understanding the Nonmedical Use of Prescription Medications in the U.S. High School Adolescents. *The Journal of School Nursing*, 33 (4), 269-276.
- Johnson, K., & Pontes, M. C. (2017). Race Ethnicity and In-Store Mobile-Assisted Shopping in the US. *Journal of Applied Marketing Theory*.
- Novak, A. N., Johnson, K., & Pontes, M. (2016). LatinoTwitter: Discourses of Latino Civic Engagement in Social Media. *First Monday*, 21 (8).
- Johnson, K., & Pontes, M. C. (2015). In-store Use of Mobile Phones for Point-of-Purchase Product Information Searches in the US. *Journal of Applied Marketing Theory*, 6 (1), 5-.
- Pontes, M. C., & Pontes, N. M. (2013). Undergraduate Students' Preference for Distance Education by Field of Study. *Online Journal of Distance Education Administration*, 16 (2).
- Pontes, M. C., & Pontes, N. M. (2012). Enrollment in Distance Education Classes is Associated with Fewer Enrollment Gaps Among Nontraditional Undergraduate Students in the US. *Journal of Asynchronous Learning Networks*, 16 (1), 79-89.
- Pontes, M. C., & Pontes, N. M. (2012). Distance Education Enrollment is Associated with Greater Academic Progress

Among First Generation Low-Income Undergraduate Students in the US in 2008. *Online Journal of Distance Education Administration*, 15 (1).

Pontes, M. C., Hasit, C., Pontes, N. M., Lewis, P. A., & Siefring, K. T. (2010). Variables Related to Undergraduate Students Preference for Distance Education Classes. *Online Journal of Distance Education Administration*, 13 (2).

Pontes, M. C., Pontes, N. M., & Lewis, P. A. (2009). Health Insurance Sources for Nonelderly Patient Visits to Physician Offices, Hospital Outpatient Departments, and Emergency Departments in the United States. *Hospital Topics*, 87 (3), 19-27.

Pontes, M. C., Pontes, N. M., Tashiro, S., & Lewis, P. A. (2008). Effects of diabetes, patient age, and health insurance provider on the number of drugs ordered or provided per physician visit in the USA. *International Journal of Pharmaceutical and Healthcare Marketing*, 2 (2), 143-153.

Pontes, M. C., & Pontes, N. M. (2005). Debiasing Effects of Education About Appropriate Antibiotic Use on Consumers' Preferences for Physicians. *Health Care Management Review*, 30 (1), 9-16.

Pontes, M. C., & Pontes, N. M. (2003). To Treat or Not to Treat: Evidence for Treatment Bias When Consumers Evaluate Physicians. *Health Marketing Quarterly*, 20 (4), 43-61.

Pontes, M. C., & Lewis, P. A. (2003). Strategic Marketing Decisions for E-Textbook Publishers. *Business Research Yearbook*, 10, 726-30.

Zhu, F. X., Chen, I., & Pontes, M. C. (2002). Characteristics of Online Shopping and Customer Satisfaction and Retention. *International Journal of Business and Economics*, 2 (1), 255-59.

Zhu, F. X., Chen, I., & Pontes, M. C. (2001). An Empirical Study of Online Customer Service. *Business Research Yearbook*, 8, 740-44.

Pontes, M. C., Zhu, F. X., & Kurzawa, T. (2001). The Identification of Interpersonal Behavioral Styles that Lead to More Effective Relationship Selling. *Business Research Yearbook*, 8, 470-74.

Pontes, M. C., & Kelly, C. O.B. (2000). The identification of inbound call center agents' competencies that are related to callers' repurchase intentions. *Journal of Interactive Marketing*, 14 (3), 41-49.

Pontes, M. C., & Pontes, N. M. (1997). Variables that influence consumers' inferences about physician ability and accountability. *Health Care Management Review*, 22 (2), 7-20.

Pontes, M. C. (1995). Agency theory: A framework for analyzing physician services. *Health Care Management Review*, 20 (4), 57-67.

Articles in Proceedings

Pontes, M. C.F., & Pontes, N. M.H. (2011). Relationship Between Health Insurance, Family Income, And The Burden Of Out-Of-Pocket Expenses for Rx Drug In The US. *Association of Collegiate Marketing Educators Annual Conference 2011*.

Pontes, M. C., & Kelly, C. (2000). The Identification of Inbound Call Center Agents' Competencies That Are Lead to greater Caller Repurchase Intentions. *Frontiers in Direct Marketing Research Proceedings*.

Pontes, M. C. (1999). Self-Presentational Effects of Accountability on Choice. *Advances in Consumer Research*.

Pontes, M. C., Krajewski, D., & Hyde, K. (1999). Competency-Based Models for Telesalespersons. *Frontiers in Direct Marketing Research Proceedings*.

Pontes, M. C., Krajewski, D., & Hyde, K. (1999). The Development and Validation of Competency-Based Models for Inbound Call Centers. *SERVSIG- Services Research Conference*.

Pontes, M. C., & Pontes, N. M. (1998). Age Differences in the Effects of Patient Involvement with Treatment Decisions and of Consumers' General Opinions about Physicians on Consumer Inferences in Health Care. *Advances in Consumer Research*.

Pontes, M. C., & Pontes, N. M. (1998). Age Differences in the Effects of Patient Involvement with Treatment Decisions on Consumer Inferences in Health Care. *1998 Winter Conference Proceedings*.

Pontes, M. C., & Pontes, N. (1997). Variables that Influence Consumers' Inferences About Physician Ability and Physician Accountability. *Advances in Consumer Research*.

Kardes, F. R., Allen, C. T., & Pontes, M. C. (1993). Effects of Multiple Measurement Operations on Consumer Judgment: Measurement Reliability or Reactivity. *Advances in Consumer Research*.

Chapters, Cases, Readings, Supplements

Pontes, M. C. (2000). American Standard. Marketing Case. *jkdsksjks*.

Conference Presentations

Pontes, M. (2016-2017, September). *Effective Strategies for Teaching Marketing Analytics*. Marketing Management Association Fall 2016 Educators Conference, Providence, Rhode Island.

Pontes, M. (2015-2016, September). *Innovations in Teaching Marketing Analytics*. Marketing Management Association 2015 Fall Educator's Conference, San Juan, Puerto Rico.

Pontes, N. & Pontes, M. (2015-2016, July). *The Digital Divide: Racial and Ethnic Differences in US Mobile Phone Use to Access Online Health Information*. Sigma Theta Tau International's 26th International Nursing Research Congress: Emerging Technology and Culture, San Juan, Puerto Rico.

Johnson, K., Pontes, M., Basso, J., & Fitzgerald, S. (2014-2015, June). *Hispanics and In-store Cell Phone Use to Acquire Shopping-Related Information in the US*. CCI Conference on Corporate Communications, New York, New York.

Johnson, K. & Pontes, M. (2014-2015, March). *In-store Use of Mobile Phones for Point-of-Purchase Product Information Searches in the US (Dec 2012)*. Association of Marketing Theory and Practice, Savannah, Georgia.

Pontes, M. (2014-2015, September). *Innovations in Teaching Data Visualization*. Marketing Management Association, 2014 Fall Educators Conference, San Antonio, Texas.

Pontes, M. & Folkinshteyn, D. (2013-2014, May). *Class Project: InStore Mobile Commerce During the 2012 Holiday Shopping Season*. Business Professors Teaching Summit, Philadelphia, Pennsylvania.

Pontes, N., Pontes, M., & Bonilla-Santiago, G. (2013-2014, April). *The Relationship between Asthma and School Attendance, School Behavior, and School Performance*. Eastern Nursing Research: 26th Annual Scientific Session, Philadelphia, Pennsylvania.

Pontes, M. C. & Pontes, N. M. (2010-2011, March). *Relationship Between Health Insurance, Family Income, And The Burden Of Out-Of-Pocket Expenses for Rx Drug In The US*. Association of Collegiate Marketing Educators Annual Conference 2011, Houston, United States of America.

Pontes, M. C., Pontes, N. M., Tashiro, S., & Lewis, P. A. (2007-2008, April). *U.S. Estimates of Physician Visits for Diabetes by Age, Expected Source of Payment, and Practice Setting*. Annual Meeting of MBAA International, Chicago, Illinois.

Pontes, M. C., Pontes, N. M., Lewis, P. A., & Tashiro, S. (2007-2008, April). *U.S. Estimates of Prescription Drug Mentions During Diabetes and Non-Diabetes Physician Visits*. Annual Meeting of MBAA International, Chicago, Illinois.

Pontes, M. C. (2005-2006, May). *Integrating Diabetes Education in Undergraduate Marketing Courses: A Pilot Study*. CDC Diabetes and Obesity Conference, Denver, Colorado.

Pontes, M. C. & Pontes, N. M. (2005-2006, March). *Effect of Service Environment on Perceived Quality of Health Care*. Annual Meeting of MBAA International, Chicago, Illinois.

Pontes, M. C. & Pontes, N. M. (2004-2005, March). *Patients with Obesity who are seen by a Physician and a Nurse Receive Better Quality Care than Patients who are seen by a Physician Alone*. Annual Meeting of MBAA International, Chicago, Illinois.

Pontes, M. C. & Pontes, N. M. (2004-2005, March). *Identifying Unmet Needs for Health Care Services Using NAMCS/NHAMCS Data: The Underdiagnosis and Undertreatment of Obesity and Obesity-Related Illnesses in the US*. Annual Meeting of MBAA International, Chicago, Illinois.

Pontes, M. C. & Pontes, N. M. (2003-2004). *Debiasing Effects of Education About Appropriate Antibiotic Use on Consumers' Preferences for Physicians*. Get Smart: Know When Antibiotics Work and CDC's 5th Annual National Conference Promoting Appropriate Antibiotic Use in the Community, Atlanta, Georgia.

Pontes, M. C. & Pontes, N. M. (2003-2004). *To Treat or Not to Treat: Whether it is Better to Prescribe Antibiotics for URI or Nobly Refuse Prescriptions and Lose Patients*. 40th Annual MBAA Meeting, Chicago, Illinois.

Pontes, M. C., Pontes, N. M., Lewis, P. A., & Zhu, F. X. (2002-2003). *To Treat or Not to Treat: Effect of Aggressive Treatment versus Watchful Waiting on Consumers' Inferences About Physicians*. 39th Annual MBAA Meeting: New Realities and New Challenges, Chicago, Illinois.

Pontes, M. C. (2001-2002). *Privacy Issues in the Use of Telephone and Email Marketing to Encourage Screening for Cholesterol and Chlamydia*. Business and Health Administration Proceedings, Chicago, Illinois.

Pontes, M. C., Lewis, P. A., & Habte-Giorgis, B. (2001-2002). *Source and Communication Medium Effects on the Persuasiveness of Direct Marketing to Promote Cholesterol and Chlamydia Screening*. Atlantic Marketing Association Proceedings, Savannah, Georgia.

Pontes, M. C. & Lewis, P. A. (2001-2002). *The Influence of Retail Store Image and Display Section on Consumers' Evaluations of Hedonic Products*. Atlantic Marketing Association Proceedings, Savannah, Georgia.

Pontes, M. C. (1999-2000). *The Influence of Retail Display Section on Consumers' Product Evaluations: An Exploratory Study*. Atlantic Marketing Association Proceedings, Glassboro, New Jersey.

Pontes, M. C. (1998-1999). *Self-Presentational Effects of Accountability on Choice*. Advances in Consumer Research, Glassboro, New Jersey.

Pontes, M. C., Krajewski, D., & Hyde, K. (1998-1999). *The Development and Validation of Competency-Based Models for Inbound Call Centers*. SERVSIG- Services Research Conference, New Orleans, Louisiana.

Pontes, M. C. & Pontes, N. M. (1997-1998). *Age Differences in the Effects of Patient Involvement with Treatment Decisions on Consumer Inferences in Health Care*. 1998 Winter Conference Proceedings, Glassboro, New Jersey.

Pontes, M. C. & Pontes, N. M. (1997-1998). *Age Differences in the Effects of Patient Involvement with Treatment Decisions and of Consumers' General Opinions about Physicians on Consumer Inferences in Health Care*. Advances in Consumer Research, Glassboro, New Jersey.

Pontes, M. C. & Pontes, N. (1996-1997). *Variables that Influence Consumers' Inferences About Physician Ability and Physician Accountability*. Advances in Consumer Research, Glassboro, New Jersey.

Kardes, F. R., Allen, C. T., & Pontes, M. C. (1992-1993). *Effects of Multiple Measurement Operations on Consumer Judgment: Measurement Reliability or Reactivity*. Advances in Consumer Research, Glassboro, New Jersey.

Professional Service

Board Member: PRJ Editorial Review Board

2010-2011 – 2012-2013: Health Marketing Quarterly (International).

2005-2006 – 2009-2010: Health Marketing Quarterly (International).

Honors, Awards, and Scholarships

2004-2005: , Rowan University. Separately Budgeted Research Award

2001-2002: , Rowan University. Separately Budgeted Research Award with Faye X. Zhu for research on 'Variables that Influence the Perceived Quality of Online Customer Service'

2000-2001: , Rowan University. 'Bridges to Industry' Service Award from the Management Institute Advisory Board

Community Service

Campaign Coordinator

2018-2019: Local Church, Informing church members with learning their employment rights under Title VII.

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