
Manuel Pontes, Ph.D.
Professor
Marketing and Business Information Systems
Rohrer College of Business
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Academic Background

Ph.D. University of Florida (Marketing).

Ph.D. UC San Diego (Chemistry).

M.Sc. Indian Institute of Technology.

B.Sc. University of Bombay.

Work Experience

Academic

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.

Non-Academic

Postdoctoral Research Associate, Harvard Medical School, Department of Neurobiology (1996 - 1998), Boston, Massachusetts.

Courses Taught

Courses from the Teaching Schedule: Marketing Channels (Bachelors), Marketing Research (MBA), Principles Of Marketing (Bachelors), Research Methods In Marketing - WI (Bachelors), Retailing (Bachelors), Selected Topics - Marketing (Bachelors), Services Marketing (Bachelors), Special Topics in Marketing (MBA), Supervised Internship Marketing (Bachelors), Supervised Internship in MIS (Bachelors)

Intellectual Contributions

Refereed Articles

Accardo, A. L., Neely, L. C., Pontes, N. M., & Pontes, M. C. (2024). Bullying Victimization is Associated with Heightened Rates of Anxiety and Depression Among Autistic and ADHD Youth: National Survey of Children's Health 2016–2020. *Journal of Autism and Developmental Disorders*, 1–17.

Accardo, A. L., Pontes, N. M. H., & Pontes, M. C. F. (2024). Heightened Anxiety and Depression Among Autistic Adolescents with ADHD: Findings From the National Survey of Children's Health 2016–2019. *Journal of Autism and Developmental Disorders*, 54(2), 563–576. <https://doi.org/10.1007/s10803-022-05803-9>.

Ford, E., Frank, R., Pontes, M., & McMillan, S. (2024). Improved Network Integrity and Patient Follow-up After In-Office Needle Arthroscopy Compared to Outpatient Advanced Diagnostic Imaging for Intra-articular Pathology. *Arthroscopy, Sports Medicine, and Rehabilitation*, 6(2), 100895.

Strohacker, E. R., Pontes, N. M., & Pontes, M. C. (2024). Interactions Between Forced Sexual Intercourse Victimization and Gender on Violent Behaviors: Youth Risk Behavior Survey 2017–2019. *Violence and Victims*.

Atkins, R., Pontes, N. M. H., Patterson, N. A., Hinckson, A., Aromolaran, D., McCray, A., & Pontes, M. C. F. (2024). The Effects of Race, Ethnicity, and Maternal Education on Infant Mortality. *Nursing Research*, 73(1), 37-45. <https://doi.org/10.1097/NNR.0000000000000700>

Accardo, A. L., Pontes, N. M., & Pontes, M. C. (2023). Greater Physical Activity is Associated with Lower Rates of Anxiety and Depression Among Autistic and ADHD Youth: National Survey of Children's Health 2016–2020. *Journal of Autism and Developmental Disorders*, 1–13.

- Meade, M., Fliegel, B., Szukics, P., Ford, E., Pontes, M., & McMillan, S. (2023). Patients With Low Resilience Scores Have Significantly Worse Postoperative Outcomes After Anterior Cruciate Ligament Reconstruction Than Patients With Normal or High Resilience Scores. *Arthroscopy, Sports Medicine, and Rehabilitation*. <https://www.sciencedirect.com/science/article/pii/S2666061X23000512>
- Popper, H. R., Szukics, P. F., Feldman, J., Ford, E., Pontes, M., & McMillan, S. (2023). Trends in Anterior Cruciate Ligament Injury and Recovery in Professional Snowboarders: The Extreme Sport of Snowboardcross. *Cureus*, 15(12). <https://www.cureus.com/articles/179883-trends-in-anterior-cruciate-ligament-injury-and-recovery-in-professional-snowboarders-the-extreme-sport-of-snowboardcross.pdf>
- Pudasainee-Kapri, S., Pontes, N. M. H., & Pontes, M. C. F. (2023). Sex Differences in the Relationship Between Asthma and Bullying Victimization Among High School Students in the United States. *Journal of School Health*, 93(11), 982–989. <https://doi.org/10.1111/josh.13353>
- Atkins, R., Kelly, T. A., Linz, S. J., Jackson, K. J., Pontes, M. C., Wunnenberg, M., ... & Williams, W. (2022). The effects of a community-based, multicomponent, depression prevention intervention in mothers at-risk. *Western journal of nursing research*, 44(1), 66-80.
- Atkins, R., Kelly, T. A., Linz, S. J., Jackson, K. J., Pontes, M. C., Wunnenberg, M., ... & Williams, W. (2022). The effects of a community-based, multicomponent, depression prevention intervention in mothers at-risk. *Western journal of nursing research*, 44(1), 66-80. <https://doi.org/10.1177/10547738211029685>
- Pontes, N. M., Strohacker, E. R., & Pontes, M. C. (2022). Bullying victimization is associated with a significantly greater risk of illicit substance use among US female adolescents: YRBS 2011 to 2017. *Crime & Delinquency*, 68(13-14), 2452-2475.
- Pontes, N. M. H., Thompson, S., Saffold, T. L., & Pontes, M. C. F. (2022). Additive interactions between sex and forced sexual intercourse victimization on depressive symptoms and suicidality: Youth risk behavior survey 2001–2017. *Nursing Outlook*. <https://doi.org/10.1016/j.outlook.2022.09.004>
- Santoro, A. J., Ford, E. A., Pontes, M., Busconi, B. D., & McMillan, S. (2022). Patient-Specific E-mailed Discharge Instructions Improve Patient Satisfaction and Patient Understanding After Surgical Arthroscopy. *Arthroscopy, Sports Medicine, and Rehabilitation*, 4(4), e1315–e1322. <https://doi.org/10.1016/j.asmr.2022.04.013>
- Griffiths, S. Z., Albana, M. F., Bianco, L. D., Pontes, M. C., & Wu, E. S. (2021). Robotic-Assisted Total Knee Arthroplasty: An Assessment of Content, Quality, and Readability of Available Internet Resources. *The Journal of Arthroplasty*, 36(3), 946–952. <https://doi.org/10.1016/j.arth.2020.09.033>
- Pontes, N. M. H., Ayres, C., Wunnenberg, M., & Pontes, M. C. F. (2021). Gender differences in the relationship between prescription opioid misuse and depressive symptoms and suicidality among US High School Students. *Nursing Outlook*, 69(4), 641–651. <https://doi.org/10.1016/j.outlook.2021.01.006>
- Pontes, N. M. H., & Pontes, M. (2021a). Additive Interactions Between School Bullying Victimization and Gender on Weapon Carrying Among U.S. High School Students: Youth Risk Behavior Survey 2009 to 2015. *Journal of Interpersonal Violence*, 36(19–20), NP10886–NP10907. <https://doi.org/10.1177/0886260519877945>
- Pontes, N. M. H., & Pontes, M. (2021b). Sex differences in the relationship between prescription opioid misuse and gun and other weapon-carrying behaviors. *Drug and Alcohol Dependence*, 221, 108596. <https://doi.org/10.1016/j.drugalcdep.2021.108596>
- Pontes, N. M. H., Williams, W. M., & Pontes, M. C. F. (2021). Interactions between race/ethnicity and gender on physical activity among US high school students: Youth Risk Behavior Survey 2011–2017. *Journal of Pediatric Nursing*, 60(5), 100–108. <https://doi.org/10.1016/j.pedn.2021.02.013>
- DeBernardis, D. A., Horneff, J. G., Davis, D. E., Ramsey, M. L., Pontes, M. C., & Austin, L. S. (2020). Revision total elbow arthroplasty failure rates: The impact of primary arthroplasty failure etiology on subsequent revisions. *Journal of Shoulder and Elbow Surgery*, 29(2), 321–328. <https://doi.org/10.1016/j.jse.2019.10.010>
- Kreines, A., Pontes, M., Ford, E., Herbst, K., Murray, J., Busconi, B., & McMillan, S. (2020). Outcomes of Arthroscopic Biceps Tenodesis for the Treatment of Failed Type II SLAP Repair: A Minimum 2-Year Follow-Up. *The Archives of Bone and Joint Surgery*, 8(2), 154–161. <https://doi.org/10.22038/abjs.2019.40449.2087>
- Pontes, N. M. H., Ayres, C. G., & Pontes, M. C. F. (2020). Trends in Depressive Symptoms and Suicidality: Youth Risk Behavior Survey 2009-2017. *Nursing Research*, 69(3), 176–185. <https://doi.org/10.1097/NNR.0000000000000424>

- Alyea, E., Gaston, T., Austin, L. S., Wowkanech, C., Cypel, B., Pontes, M., & Williams, G. (2019). The Effectiveness of Aspirin for Venous Thromboembolism Prophylaxis for Patients Undergoing Arthroscopic Rotator Cuff Repair. *Orthopedics*, *42*(2), e187–e192. <https://doi.org/10.3928/01477447-20181227-05>
- Pontes, N. M. H., Ayres, C. G., Lewandowski, C., & Pontes, M. C. F. (2018). Trends in bullying victimization by gender among U.S. high school students. *Research in Nursing & Health*, *41*(3), 243–251. <https://doi.org/10.1002/nur.21868>
- Pontes, N. M. H., Ayres, C. G., & Pontes, M. C. F. (2018). Additive Interactions Between Gender and Bullying Victimization on Depressive Symptoms and Suicidality: Youth Risk Behavior Survey 2011-2015. *Nursing Research*, *67*(6), 430–438. <https://doi.org/10.1097/NNR.0000000000000310>
- 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., & Siefiring, 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.

Refereed 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*.

Presentations of Refereed Papers

- Saffold, T., Pontes, N. M., & Pontes, M. C. (2023-2024). *The Relationship Between Adolescent Dating Violence Victimization and Depressive Symptoms and Suicidality*. STTI International, Abu Dhabi, United Arab Emirates.
- Pudasainee-Kapri, S., Pontes, N., & Pontes, M. C. (2022-2023, July). *Additive Interactions Between Asthma and Gender on Bullying Victimization Among US High School Adolescents*. STTI International, Edinburgh, United Kingdom.
- Saffold, T., Pontes, N. M., & Pontes, M. C. (2022-2023, July). *The Relationship Between Forced Sexual Intercourse Victimization and Suicide Attempts Among US Adolescents by Sex*. STTI International, Edinburgh, United Kingdom.
- Pontes, M., Rynarzewska, A., & Johnson, K. (2021-2022). *Teaching IDEA to Undergraduate Students: Use of Corporate Training Materials (Salesforce Trailhead)*. Southern Marketing Association, Annual Conference, Orlando, Florida.
- Pontes, M. C. (2019-2020, September). *Integrating Technology Into Marketing Education*. Marketing Management Association Conference, Santa Fe, New Mexico.
- 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., 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., 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. (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). *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. (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., 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 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. 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. (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.

Service to the Profession

Significant editorial role for an academic journal

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

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

Honors/Awards

Award

2004-2005: , Rowan University.

2001-2002: , Rowan University.

2000-2001: , Rowan University.