

# Manu Bhandari

P.O. Box 1930, State University, AR 72467 / (870)-972-2677 / mbhandari@astate.edu

## APPOINTMENTS

- SM 2023 – Present *A-State Online Programs Coordinator, BS/MS in Strategic Communication and BA/MA in Communication Studies, Department of Communication, Arkansas State University.*
- SP 2023 – SP 2023 *A-State Online Graduate Coordinator, MS in Strategic Communication and MA in Communication Studies, Department of Communication, Arkansas State University.*
- F 2020 – Present *Tenured Associate Professor, Strategic Communication, Department of Communication, College of Liberal Arts and Communication, Arkansas State University.*
- F 2015 – SM 2020 *Tenure-Track Assistant Professor, Strategic Communication, Department of Communication, College of Liberal Arts and Communication, Arkansas State University.*

## EDUCATION

- Doctor of Philosophy in Journalism**, Missouri School of Journalism, *University of Missouri*.  
Graduation: Summer 2015. [**Advisor/Dissertation Chair:** Shelly Rodgers, PhD]
- Master of Arts in Journalism**, Missouri School of Journalism, *University of Missouri*.  
December 2010. [**Advisor/Committee Chair:** Lynda Kraxberger]
- Master of Arts in English**; Institute of Advanced Communication, Education, and Research;  
*Pokhara University, Nepal*. 2007. [**Advisor/Committee Chair:** Ananda Sharma, PhD]

## PEER-REVIEWED PUBLICATIONS

- Pan, P., **Bhandari, M.** and Meng, J. (2024). Toward an Integrated Model of Healthy Food Choice and Sustainable Purchase via the Impact of Online Nutrition Information Seeking. *American Behavioral Scientist*.
- Bhandari, M.,** & Pan, P. (2022) Underlying Mechanisms of Brand Feedback's Mixed Effects in E-Commerce: Roles of Perceived Controllability, Stability and Brand Trust. *Cyberpsychology, Behavior and Social Networking*.
- Pan, P., **Bhandari, M.** and Meng, J. (2022). Promoting Healthy Eating: The Intervening Role of Health and Nutrition-related Claims in Food Advertisements. *Health Education Journal*.
- Bhandari, M.,** Emery, M., Scott, S. & Wolfgang, J. D. (2021) Effects of Online Commenter Sex Cues on Commenter Credibility. *Newspaper Research Journal*.

- Bhandari, M.,** Rodgers, S., Pan, P. (2021). Brand Feedback to Negative eWOM Messages: Effects of Stability and Controllability of Problem Causes on Brand Attitudes and Purchase Intentions. *Telematics & Informatics*.
- Wolfgang, D., & **Bhandari, M.** (2020) Commenter and News Source Credibility: Roles of News Media Literacy, Comment Argument Strength and Civility. *Southwestern Mass Communication Journal*.
- Pan, P., Alharethi, M., & **Bhandari, M.** (2019) Using Instagram as Online Shopping Channel: Key Predictors of Consumers' Purchase Involvement on Instagram in Saudi Arabia. *The Journal of Social Media in Society*.
- Len-Rios, M. E., **Bhandari, M.,** Han, K. J. (2019). Mixed Methods to Examine Communication Crises: Combining a Case Study with the Experimental Method. *Sage Research Methods Cases (Part 2)*.
- Bhandari, M.** (2018). Social media cues and news site names: What do they mean for news perception? *Newspaper Research Journal*.
- Leshner, G., Clayton, R. B., Bolls, P.D., **Bhandari, M.** (2018). Deceived, Disgusted and Defensive: Motivated Processing of Anti-Tobacco Advertisements." *Health Communication*.
- Bhandari, M.** & Rodgers, S. (2018). What Does the Brand Say? Effects of Brand Feedback to Negative eWOM on Brand Trust and Purchase Intentions. *International Journal of Advertising*.
- Bhandari, M.,** & Rodgers, S. (2017). Effects of Brand Feedback on Product Attitude. *Southwestern Mass Communication Journal*.
- Bhandari, M.,** & Rodgers, S. (2016): Electronic Word-of-Mouth and User-Generated Content: Past, Present and Future. In R. Brown, V. Jones, and B. Wang (Eds.) *The New Advertising: Branding, Content and Consumer Relationships in the Data-driven Social Media Era*. Praeger/ABC-CLIO.
- Len-Ríos, M.E., Finneman, T., Han, K., **Bhandari, M.,** & Perry, E.L. (2015) Image Repair Campaign Strategies Addressing Race: Paula Deen and Social Media. *International Journal of Strategic Communication*.
- Swasy, A., Tandoc, E., **Bhandari, M.,** & Davis, R. (2015). Who Do You Trust? A Study of Credibility of Citizen vs. Professional Journalists. *Newspaper Research Journal*.
- Len-Ríos, M.E., **Bhandari, M.,** & Medvedeva, Y. (2014) Deliberation of the scientific evidence for breastfeeding: Online comments as social representations." *Science Communication*.

Subramanian, R., Wise, K., Davis, D., **Bhandari, M.**, & Morris, E. (2014). The Relative Contributions of Implicit and Explicit Self-Esteem to Narcissistic Use of Facebook. *Computers in Human Behavior*, 39.

## OTHER PUBLICATIONS

**Bhandari, M.** (2019, December). Enhancing Online Learning Experiences. *American Academy of Advertising Newsletter*, 14(4), p. 4,6.

## PEER-REVIEWED CONFERENCE PRESENTATIONS

**Bhandari, M.** & Rabbi, Sk Farhan. (2023). Artificial Intelligence in News Writing: How Different Levels of AI Use and News Type Impact Audience Perceptions.” 2023 Southwest Mass Communication Symposium in Jonesboro, AR.

**Bhandari, M.** (2022). Brand Feedback Effects and Moderating Roles of Product Type and Price. 105<sup>th</sup> Annual Association of Education in Journalism and Mass Communication in Detroit, MI

Pan, P., **Bhandari, M.**, & Meng, J. (2022). Toward an Integrated Model of Healthy Food Choice: Examining the Moderated Mediation Effects via Online Search for Nutrition Information. 72<sup>nd</sup> Annual International Communication Association in Paris, France.

**Bhandari, M.**, & Pan, P. (2022) Underlying Mechanisms of Brand Feedback Effects: Role of Attribution Dimensions and Brand Trust. 72<sup>nd</sup> Annual International Communication Association in Paris, France.

Ranjit, Y. S., Silwal, A., Pokharel, M., Basnyat, I., Baniya, S., Pant, I., & **Bhandari, M.** (2022). COVID-19 second wave information behavior and mental health outcomes among the Nepali diaspora in the United States. Abstract submitted to the 17<sup>th</sup> Biennial Kentucky Conference on Health Communication (KCHC) in Lexington, KY.

**Bhandari, M.**, Emery, M., Scott, S. & Wolfgang, J. D. (2021) Effects of Online Commenter Sex Cues on Commenter Credibility. 71<sup>th</sup> Annual International Communication Association (virtual). *\*Paper includes graduate student*

**Bhandari, M.**, Riley, E., Keller, C., Wagganer, T. (2021). Effects of Brand Feedback on Brand Attitudes, and the Moderating Role of eWOM type. 71<sup>th</sup> Annual International Communication Association (virtual). *\*Paper includes graduate students*

Wolfgang, D., & **Bhandari, M.** (2021). Media Trust and Comment Argument Strength’s Effects on Journalist Credibility. 104<sup>th</sup> Annual Association of Education in Journalism and Mass Communication (virtual)

**Bhandari, M.**, Han, K. J., & Pan, P. (2020). Effects of Brand Feedback to Negative eWOM and Moderating Roles of Product Price. 103<sup>rd</sup> Annual Association of Education in Journalism and Mass Communication (virtual) *\* First-place paper in AEJMC Advertising Division*

- Bhandari, M., & Wolfgang, D.,** (2020). Online Comments Effects: Role of commenter gender, news media literacy on credibility news media literacy, comment argument strength and civility. 70<sup>th</sup> Annual International Communication Association (virtual).
- Bhandari, M., Sitton, R., & Fears, L.** (2020). Understanding school officials and teachers' awareness of vaping risks and needs for health communication campaign. 2020 AEJMC Southeast Colloquium in Memphis, TN.
- Bhandari, M., Pan, P., & Reaves, J.** (2019) Brand Feedback Effects: Moderating Roles of Controllability, Stability and Context. 69<sup>th</sup> Annual International Communication Association, Washington D.C.
- Wolfgang, D., & **Bhandari, M.** (2019). Commenter and News Source Credibility: Roles of news media literacy, comment argument strength and civility. 69<sup>th</sup> Annual International Communication Association, Washington D.C.
- Wolfgang, D., & **Bhandari, M.** (2018). News Media Literacy and Incivility: How Do They Predict News Story Credibility? 68<sup>th</sup> Annual International Communication Association, Prague, Czech Republic.
- Bhandari, M., Rodgers, S., & Nguyen, V.** (2018) Brand Feedback's Effects on Purchase Intentions and Word-Of-Mouth Recommendations: Mediating Roles of Justice Perception and Satisfaction. Annual Conference of American Academy of Advertising, New York.
- Chung, S., **Bhandari, M., & Jackson-Pitts, M.** (2018). The Relationship Between Social Media Advertising Engagement and Attitudes Toward Advertising on Social Media. 60<sup>th</sup> Annual Western Social Science Association, San Antonio, TX.
- Wolfgang, D. & **Bhandari, M.** (2017). News Media Literacy and Topic Involvement as Predictors of Comment Credibility. International Communication Association, San Diego, CA.
- Bhandari, M., Rodgers, S. & Rice, R.** (2016). Effects of Brand Feedback on Product Attitude. Southwest Education Council for Journalism & Mass Communication Symposium, West Memphis.\* (\*A *Top Paper*)
- Bhandari, M. & Rodgers, S.** (2016). Effects Of Brand Feedback, Stability And Controllability Of The Cause Of The Problem On Brand Attitudes And Purchase Intentions. International Communication Association, Fukuoka, Japan.
- Bhandari, M. & Rodgers, S.** (2016). What Does the Brand Say? Effects of Brand Feedback to Negative eWOM on Brand Trust and Purchase Intentions. American Academy of Advertising, Seattle.
- Bhandari, M. & Wolfgang, D. J.** (2015). Effect of Negative Online Reader Comments on News

Perception: Role of Comment Type, Involvement and Comment Number. Association for Education in Journalism and Mass Communication, San Francisco.

- Bhandari, M.,** & Taneja, H. (2015). The role of electronic word of mouth in predicting Bollywood's overseas box office performance. International Communication Association, Puerto Rico.
- Leshner, G., Clayton, R., **Bhandari, M.,** Subramanian, R., & Bolls, P. (2014). Anger and Disgust: Understanding Smokers Psychophysiological Responses to Anti-tobacco Public Service Announcements. International Communication Association, Seattle.
- Leshner, G., Clayton, R., **Bhandari, M.,** & Bolls, P. (2014). Motivational Processing of Anti-tobacco messages: The effects of anger and disgust. International Communication Association, Seattle.
- Bhandari, M.,** & Wolfgang, J.D. (2014). Effects of testimonial and informational comments on news perception. International Communication Association, Seattle.
- Bhandari, M.,** & Len-Rios, M. (2014). Effects of Social Interface Cues on Blogs and Traditional News Sites. International Communication Association, Seattle.
- Len-Ríos, M.E., Finneman, T., Han, K., **Bhandari, M.,** & Perry, E.L. (2014) Social Media and Image Repair: Celebrity Type, Moral Character and Performance in Crisis Cases Involving Racial Issues. International Communication Association, Seattle.
- Wolfgang, J.D., & **Bhandari, M.** (2014). Credibility of Anonymity in Third-Party Content Online. International Communication Association, Seattle.
- Subramanian, R., Wise, K., Davis, D., **Bhandari, M.,** & Morris, E. (2013). The Relative Contributions of Implicit and Explicit Self-Esteem to Narcissistic Use of Facebook. International Communication Association, London.
- Swasy, A., **Bhandari, M.,** Tandoc, E., & Davis, R. (2013), "Who Do You Trust? A Study of Credibility of Citizen vs. Professional Journalists," Association for Education in Journalism and Mass Communication, Washington D.C.
- Len-Ríos, M. E., **Bhandari, M.,** & Medvedeva, Y. (2012). Online deliberation of the scientific evidence for breastfeeding: A mixed-method analysis using the integrative model for behavioral prediction. Association for Education in Journalism and Mass Communication, Chicago. (*Third Place Faculty Paper*).

## ACADEMIC SERVICE

### Faculty Advisor,

- A-State Advertising Club (F 2015 – SM 2021; F 2022 – current)
- A-State American Advertising Federation student chapter (F 2019 – SP 2020)

- National Student Advertising Competition participation
- A-State Nepalese Student Association (SP 2017 – SM 2021)

**Department of Communication Assessment**, MS in Strategic Communication lead (SM 2023 – current), Arkansas State University

**Faculty Senator** (SP 2016 – SM 2020), Arkansas State University

**Committees (past and current)**, Arkansas State University

- Dept. of Communication, Dennis White Speech Competition (SP 2018 – current)
- Dept. of Communication, PRT Committee (SP 2021 – SM 2021; F 2022 – current)
- College Recruitment Committee (F 2022 – SP 2023)
- Global Engagement and Outreach Oversight Counsel (SP 2019 – SM 2021)
- Dept. of Communication, Annual Banquet (F 2016 – SP 2021)
- Dept. of Communication, Technology Committee (F 2015 – SP 2021)
- A-State Honors Council (F 2020 – SP 2021)

**Committees (past and current)**, Professional/Academic Associations

- International Communication Association (ICA) InfoSystems Division, Webmaster (SM 2019 – SM 2021)
- ICA InfoSystems, Social Media Outreach (SM 2019 – SM 2021)
- ICA InfoSystems, Digital Poster Submission Ad Hoc Committee (SM 2019 – SM 2021)
- American Academy of Advertising, Global and Multicultural Committee (2019)

**Reviewer** (ad hoc) for journals, including:

- *Journal of Business Research*
- *Journal of Advertising*
- *Journalism and Mass Communication Quarterly*
- *Journal of PR Education*
- *Media Psychology*
- *Newspaper Research Journal*
- *Journal of Research in Interactive Marketing*
- *Cyberpsychology, Behavior and Social Networking*

**Reviewer** for conferences:

- *American Academy of Advertising*
- *International Communication Association*
  - Information Systems
  - Mass Communication
  - Communication and Technology
- *Southwest Education Council for Journalism and Mass Communication*
- *Association for Education in Journalism and Mass Communication*

## RESEARCH AND TRAVEL GRANTS

- **2018-2019, Faculty Research Awards Fund (\$2,650)** Role: Principal Investigator.
- **2018-2019, Minority Research Center on Tobacco and Addictions grant (\$9,999)** by UA Pine Bluff. Role: Co-investigator. PI: Dr. Lillie Fears.

## HONORS

- **First Place, Open Research Paper**, Association for Education in Journalism and Mass Communication Conference, *Advertising Division*, 2020.
- **Member, Phi Kappa Phi**, Arkansas State University, 2020.
- **Top Paper**, Southwest Education Council for Journalism and Mass Communication Symposium, 2016.
- **Third Place, Faculty Paper**, Association for Education in Journalism and Mass Communication Conference, *Mass Communication Division*, 2012.
- **Member, Kappa Tau Alpha**, University of Missouri, 2010.
- **White House Correspondents' Association** student scholar, 2010.

## OTHER PROFESSIONAL EXPERIENCES

- **Business Reporter/Intern**, Macon Telegraph, June – July 2011.
- **Intern**, Washington Business Journal, Aug. – Nov. 2010
- **Information Graphics Reporter**, Columbia Missourian, Jan. – May 2010
- **Convergence Reporter**, Columbia Missourian, KBIA-FM, KOMU-TV, Aug. – Dec. 2009
- **Editor**, Mymissourian.com, Jan. – May 2009
- **Trainee Journalist**, The Himalayan Times, Kathmandu, Nepal, Nov. 2006 – Feb. 2008
- **Licensed Tourist Guide** (freelance), Kathmandu, Nepal, Nov. 2005 – 2008 (off and on)