



## **Robert J. Bonometti**

Byrd Professor of Business Communications and Technology

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### Education:

- PhD, 1985, Physics, Massachusetts Institute of Technology
- MBA, 1987, Finance, Long Island University
- MS, 1981, Physics, Massachusetts Institute of Technology
- BS, 1975, Engineering, United States Military Academy

### Teaching Interests:

- Integrating Web 2.0 social media concepts and applications into our multimedia elective courses (graduate and undergraduate)
- Business applications of Artificial Intelligence (AI) technologies

### Research Interests:

- Data communications, networking, and telecommunications technologies and business applications
- Artificial Intelligence technologies and applications
- Multimedia and Web 2.0 technologies
- Software development and programming for business tools and applications

### Recent Research:

- “Prototype Development of a Marketing Research Tool for Interactive Product Placement Advertisements,” Robert J. Bonometti. *International Journal of Business, Marketing and Decision Sciences (IJBMD)*, Vol. 3, No. 1 Winter 2010.
- “Cyber-Activism: How You Can Champion Your Causes Online,” Robert Bonometti, in *The SUN Newspaper*, Vol. 17, No. 25, Wednesday, March 31, 2010.
- “Widespread Wireless Meets Cloud Computing: The Rise of Ubiquitous Intelligent Agents for Future Business Applications,” R. J. Bonometti, *International Journal of Business, Marketing and Decision Sciences (IJBMD)*, Vol. 2, No. 2 Fall 2009, pp. 96 - 105.
- “Competitive Business Advantages in the Era of Unified SuperConvergence,” R. J. Bonometti. *Competitiveness Review*, Vol. 19, No. 4, 2009, pp. 249-271.
- “Students: Get Ready for the Virtual Workplace,” Robert Bonometti, in *The SUN Newspaper*, Vol. 17, No. 2, Wednesday, August 26, 2009.

### Professional Activities:

- President, Strategic Technology Decisions, a consulting company of MGB Enterprises LLC.
- President, Society for the Prevention of Cruelty to Animals of Winchester, Frederick and Clarke Counties, 2007 - 2009
- Licensed Professional Engineer, Virginia Commonwealth License Number 0402-018792