

# Bobbie Rathjens, M.S.

College of Communication Arts & Sciences, 404 Wilson Road, East Lansing, MI 48824  
rathjens@msu.edu | bobbierathjens.com

## RESEARCH INTERESTS

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Hospitality business, marketing, branding, computer-mediated communication, social media, online reviews, organizational communication, and technology.

## EDUCATION

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**Michigan State University, Department of Communication** 2021 - 2025 (expected)  
Ph.D. Student: Communication & The School of Hospitality Business  
Advisors: Drs. Brandon Van Der Heide & Lu Zhang

**Michigan State University, Eli Broad College of Business** 2018 - 2019  
M.S., Marketing Research

## PUBLICATIONS

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Yang, W., Zhang, L., Wei, W., Yoo, M., & **Rathjens, B.** (2022). *Do we love celebrity endorsers? The joint impacts of need for status, star power and image match on celebrity endorsement effectiveness*. Manuscript submitted for publication.

**Rathjens, B.**, Van Der Heide, B., Earle, K., Ulusoy, E., Pham, D., Mason, A. J., Zhang, Y., & Bredland, A. (2022). *Negative online reviews and manager response: applying expectancy disconfirmation theory in a CMC context*. Manuscript submitted for publication.

Wei, W., Zhang, L., **Rathjens, B.**, & McGinley, S. (2022). *Electronic consumer-to-consumer interaction (eCCI) post a service failure: the psychological power of need for approval*. Manuscript submitted for publication.

Zhang, L., Wei, W., **Rathjens, B.**, & Zheng, Y. (2022). *Pet influencers on social media: the joint effect of message appeal and narrator*. Manuscript submitted for publication.

## ACADEMIC CONFERENCES

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**Rathjens, B.**, Van Der Heide, B., Earle, K., Ulusoy, E., Pham, D., Mason, A. J., Zhang, Y., & Bredland, A. (2022). *Responding to negative online reviews: the effect of the responsive manager*. [Paper submitted for presentation]. National Communication Association's 108<sup>th</sup> Annual Conference. New Orleans, LA.

Pham, D., Van Der Heide, B., Zhang, Y., Earle, K., **Rathjens, B.**, Ulusoy, E., Mason, A. J., & Bredland, A. (2022). *Testing the effects of providing feedback on perceiving selective self-presentations in computer-mediated communication*. [Paper submitted for presentation]. National Communication Association's 108<sup>th</sup> Annual Conference. New Orleans, LA.

Van Der Heide, B., Mason, A. J., Earle, K., Ulusoy, E., Pham, D., **Rathjens, B.**, Zhang, Y., & Bredland, A. (2022). *Does warranting theory function best outside of a truth-default state: initial experimental evidence*. [Paper submitted for presentation]. National Communication Association's 108<sup>th</sup> Annual Conference. New Orleans, LA.

Zhang, L., Wei, W., **Rathjens, B.**, & Zheng, Y. (2022, March 16-18). *Message appeal and narrators: examine the effect of pet influencers on consumers*. [Conference paper presentation]. Academy of Business Research Spring 2022 Conference, New Orleans, LA.

## TEACHING EXPERIENCE

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Instructor of Record (online), COM 100: Human Communication  
Teaching Assistant, HB: 489 Hospitality Business Strategy  
Instructor of Record (online), JRL: 433 Social Media Applications  
Instructor of Record (in-person), M 200: Introduction to Marketing  
Instructor of Record (hybrid), CIS 111: Web Development 1: HTML & CSS

## TEACHING CERTIFICATION

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**QM: Quality Matters Applying the Rubric (APPQMR)** 2020  
A faculty-centered, peer review process that teaches instructors how to create and certify the quality of their online and hybrid course content to ensure the best educational experience possible.

## SCHOLARSHIPS

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**Banks Brown Graduate Scholarship, \$5,000** 2022 – 2023  
AHLA (American Hotel & Lodging Association) Foundation

**Graduate Scholarship, \$1,000** 2021 – 2022  
Pythian Sisters of Ohio

## PROFESSIONAL EXPERIENCE

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**Michigan State University, Research Assistant** 2021 – 2025  
Conducting qualitative interviews; recruiting participants for studies; scheduling and conducting studies; maintaining data; assisting with data analysis; conducting research.

**Boyne Highlands Resort, Director of Marketing** 2016 - 2021  
Responsible for planning and implementing short- and long-term marketing programs; developing and executing strategic marketing plans and strategies; overseeing advertising and promotional activities including digital, print and email; supervision and mentoring of marketing department staff. Increased: season pass revenue by 22%; paid skier visits by 24%; lift ticket revenue by 9%; dinner theatre revenue by 16%; and advance purchased dining ticket revenue by 71%.

**Active Marketing, Senior Account Manager & Marketing Strategist** 2015 - 2016  
Created new brand identities for clients; led marketing strategy, scheduled and assigned work across internal and external production teams; ensured work was completed on-time and on-budget and reported results to clients; mentoring of account managers and coordinators.

**Afia, Inc., Social Media Strategist & Consultant** 2014 - 2015  
Launched brand new social media service line; speaker at several live speaking engagements; planned and launched a successful \$75k social media donation initiative for an autism school.

**McLaren Health Care, Corporate Social Media Strategist / Marketing Specialist** 2011 - 2014  
Authored, planned, and launched the first Twitter surgery event in the health system's history.

**JBR Graphics, Web Designer, Developer & Owner** 2003 - 2012  
Counseled clients on online marketing strategies; content writing; graphic design; serviced 200 clients; designed and coded websites; entrepreneur.

## PROFESSIONAL CONFERENCES

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**Rathjens, B.** (2018, August 19-22). *Targeting, measuring, & optimizing in a data-driven marketing landscape*. [Panel speaker]. Midwest Ski Area Association 2018 Summer Meeting, Boyne Highlands Resort, Harbor Springs, MI.

**Rathjens, B. & Larcenaire, G.** (2015, August 11-14). *Using social media for large scale events and fundraising*. [Conference presentation]. Mental Health Corporations of America Summer 2015 Conference, San Diego, CA.

**Rathjens, B. & Dettling, K.** (2014, October 25-27). *Autism & social media: platforms in healthcare*. [Conference presentation]. Michigan Association of CMH Boards 2014 Fall Conference, Grand Traverse Resort, Traverse City, MI.

## SERVICE & VOLUNTEERING

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**Workshop: Crafting Your Personal Brand as a Graduate Student, Presenter** 2022  
Michigan State University, Department of Communication  
East Lansing, MI

**AGSCOM (Assoc for Graduate Students in Communication), Social Events Chair** 2021 - 2022  
Michigan State University, Department of Communication  
East Lansing, MI

**Harbor Springs Area Chamber of Commerce, Board Member & Secretary** 2018 - 2021  
Representing Boyne Highlands Resort  
Harbor Springs, MI

**Patient & Family Advocacy Board, Board Member** 2017 - 2019  
McLaren Northern Michigan  
Petoskey, MI

**Social Media Club, Director of Communications** 2015  
World's Largest Community of Social Media Professionals  
International / Virtual

**Keep Charlevoix Beautiful, Inc., Board Member & Secretary** 2007 - 2009  
Charlevoix, MI

**Charlevoix Circle of Arts, Board Member** 2007 - 2008  
Charlevoix, MI