

# **Bobbie Rathjens, M.S.**

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## **RESEARCH INTERESTS**

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

## **EDUCATION**

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

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

## **SUBMITTED PUBLICATIONS**

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**

**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

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

### QM: Quality Matters Applying the Rubric (APPQMR)

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

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

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

## INDUSTRY EXPERIENCE

I've worked as a director of marketing in hospitality, a social media strategist at a large healthcare conglomerate and at a small consultancy, a senior account manager and strategist at a marketing and branding agency, and as a small business owner at a web design shop that I started which ended up serving over 200 clients at its peak.

- As **director of marketing** at a ski resort, I created a new ski lift product called The Happiness Card. Going into its third year, the Happiness Card continued to be a tremendous success from a ski visitation and revenue-driving standpoint. During my time, I 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%.
- As a **social media strategist**, I wrote and executed the strategy for the first-ever Twitter surgery event at the health system I was employed at. The Twitter event was an educational documentary that was aired with cardiothoracic surgeons answering questions on Twitter in real-time. The documentary that was utilized in the event still resides on YouTube and has over 85k+ views.
- While employed at a consultancy as a **healthcare social media strategist**, I wrote and executed an autism school fundraiser which generated over \$75k. The fundraiser was created to cover the costs of technology and equipment for the school's non-verbal autistic children to assist them in speaking.
- As a **senior account manager and strategist** at a marketing and branding agency, I was responsible for creating new brands and marketing materials with the goal of lead generation for addiction treatment facilities.

## INDUSTRY CONFERENCES

**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**

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

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

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

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

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

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

**Charlevoix Circle of Arts, Board Member**  
Charlevoix, MI