

Bobbie Rathjens, M.S.

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RESEARCH INTERESTS

Broad: Computer-mediated communication, social media, hospitality, marketing, and technology.
Specific: Negative online reviews, social media influencers, and AI technology.

EDUCATION

Michigan State University, Department of Communication **2025**
Ph.D. Student, Communication & Research Assistant, Hospitality Business
Committee: Brandon Van Der Heide, Ph.D. (chair & co-advisor), Lu Zhang, Ph.D. (co-advisor),
James Dearing, Ph.D., & Monique Turner, Ph.D.

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

PUBLICATIONS

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

MANUSCRIPTS UNDER REVIEW

Yang, W., Zhang, L., Wei, W., Yoo, M., & **Rathjens, B.** (2022). Title withheld. Manuscript submitted for publication to *Journal of Hospitality & Tourism Research*.

Pham, D., Van Der Heide, B., Zhang, Y., Earle, K., **Rathjens, B.**, Ulusoy, E., Mason, A. J., & Bredland, A. (2022). Title withheld. Manuscript submitted for publication to *Media Psychology*.

Wei, W., Zhang, L., **Rathjens, B.**, & McGinley, S. (2022). Title withheld. Manuscript revised and resubmitted to *Journal of Hospitality & Tourism Research*.

Zhang, L., Wei, W., **Rathjens, B.**, & Zheng, Y. (2022). Title withheld. Manuscript revised and resubmitted to *International Journal of Hospitality Management*.

GRANTS & SCHOLARSHIPS

Rathjens, B. & Zhang, L. (2023). *An investigation of hotel social media influencers: the effect of brand familiarity and ad disclosure*. [Application submitted]. Statler Foundation Grant, \$10,000.

Rathjens, B., Zhang, L., & Cha, J. (2022). *Robots vs. humans in services: examining the role of process- vs. outcome-orientation*. [Awarded]. Kasavana & Schmidgal Research Grant, \$4,000.

Rathjens, B. (2022). [Awarded]. AHLA Foundation Banks Brown Graduate Scholarship, \$5,000.

AWARDS

(*presenter)

Rathjens, B.* & Zhang, L. (2022). *Does brand familiarity and ad disclosure matter? An investigation of social media influencers*. [Winner, Best Graduate Student Conference Poster]. CentralCHRIE Spirit of Hospitality Conference, West Lafayette, IN.

ACADEMIC CONFERENCES

(*presenter)

Rathjens, B.*, Zhang, L., & Cha, J. (2023). *Robots vs. humans in services: examining the role of process- vs. outcome-orientation*. [Paper submitted for presentation]. The 28th Annual Graduate Education & Graduate Student Research Conference in Hospitality & Tourism. Collins College of Hospitality Management at California State Polytechnic University, Pomona. Pomona, CA.

Rathjens, B.* & Zhang, L. (2022). *Does brand familiarity and ad disclosure matter? An investigation of social media influencers*. [Poster presentation]. CentralCHRIE Spirit of Hospitality Conference. White Lodging-J.W. Marriott, Jr. School of Hospitality and Tourism Management at Purdue University. West Lafayette, IN.

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 accepted for presentation]. National Communication Association's 108th 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 accepted for presentation]. National Communication Association's 108th Annual Conference. New Orleans, LA.

Zhang, L., Wei, W., **Rathjens, B.***, & Zheng, Y. (2022). *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

Communication & Social Media:

- Instructor of Record (online), Human Communication
- Instructor of Record (online), Social Media Applications

Hospitality Business:

- Teaching Assistant, Hospitality Business Strategy

Marketing & Business:

- Instructor of Record (in-person), Introduction to Marketing
- Instructor of Record (in-person), Marketing Foundations
- Instructor of Record (in-person), Management Foundations

Technology:

- Instructor of Record (in-person), Web Development I: HTML & CSS
- Instructor of Record (in-person), Introduction to Computers

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.

TEACHING ONLINE PLATFORMS

I have created online course content, built out course shells, and administered course content using the following learning management systems:

- D2L / Desire to Learn
- Blackboard
- Canvas

ACADEMIC SERVICE

(*presenter)

Rathjens, B.* (2022). *Crafting your personal brand as a graduate student*. [Workshop presentation]. Michigan State University, Department of Communication, East Lansing, MI.

Rathjens, B. (2022 & 2021). *Social Events Chair*. [AGSCOM, Association for Graduate Students in Communication]. Michigan State University, Department of Communication, East Lansing, MI.

INDUSTRY EXPERIENCE

Director of Marketing, *at a nationally recognized ski and golf resort*.

[Created profitable lift products](#). Increased season pass revenue by 22%, paid skier visits by 24%, lift ticket revenue by 9%, dinner theatre revenue by 16%, and advance purchase dining ticket revenue by 71%.

Corporate Social Media Strategist, *at a multi-state healthcare system*.

Wrote and executed the strategy for the [first-ever Twitter surgery event](#) in the health system's history. The documentary that was utilized in [the event still resides on YouTube](#) and has over 91k+ views.

Healthcare Social Media Strategist & Consultant, *at a small startup healthcare consultancy*.

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.

Senior Account Manager & Strategist, *at a marketing and branding agency*.

Responsible for creating new brands and marketing materials with the goal of lead generation for addiction treatment facilities. Mentored and managed account management staff.

Small Business Owner, *at a web design shop that served 200+ clients at its peak*.

Responsible for designing, coding, and publishing websites for a wide array of clientele in many different industries. Additionally, performed all sales and marketing tasks for the company.

INDUSTRY CONFERENCES

(*presenter)

Rathjens, B.* (2018). *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). *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). *Autism & social media: platforms in healthcare*. [Conference presentation]. Michigan Association of CMH Boards 2014 Fall Conference, Grand Traverse Resort, Traverse City, MI.

INDUSTRY SERVICE

Rathjens, B. (2021, 2020, & 2019). *Board member & secretary*. [Harbor Springs Chamber of Commerce]. Representing Boyne Highlands Resort, Harbor Springs, MI.

Rathjens, B. (2018 & 2019). *Board member*. [McLaren Northern Michigan Patient & Family Advocacy Board]. Community representation, Petoskey, MI.

Rathjens, B. (2014). *Director of communications*. [Social Media Club, World's Largest Community of Social Media Professionals]. Social media professional representation, International / Virtual.

Rathjens, B. (2008 & 2009). *Board member & secretary*. [Keep Charlevoix Beautiful]. Representing JBR Graphics, Inc., Charlevoix, MI.

Rathjens, B. (2007). *Board member*. [Charlevoix Circle of Arts]. Representing JBR Graphics, Inc., Charlevoix, MI.