

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

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*.

Wei, W., Zhang, L., **Rathjens, B.**, & McGinley, S. (in press). Electronic consumer-to-consumer interaction (eCCI) post a service failure: The psychological power of need for approval. *Journal of Hospitality & Tourism Research*.

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*.

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)

Turner, M. M. & **Rathjens, B.** (2023). *The Use of Stigmatizing Messaging in Anti-Obesity Campaigns: Quantification of Obesity Stigmatization*. [Paper submitted for presentation]. The 73rd Annual International Communication Association Conference. Toronto, ON, Canada.

Rathjens, B.*, Zhang, L., & Cha, J. (2023). *Robots vs. humans in services: examining the role of process- vs. outcome-orientation*. [Paper accepted 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 // Social Media Applications

Hospitality Business:

- Teaching Assistant: Hospitality Business Strategy

Marketing & Business:

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

Technology:

- Instructor of Record (in-person): Web Development I: HTML & CSS // 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.