

Bobbie Rathjens

Michigan State University
Eli Broad College of Business

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Academic Employment

- 2024 – Fixed-Term Instructor, Michigan State University
Department of Marketing, Eli Broad College of Business
Full-Time MBA Program, Business Communication
- 2021 – 2024 Research & Teaching Assistant, Michigan State University
The School of Hospitality Business, Eli Broad College of Business
Department of Communication, Communication Arts & Sciences

Education

- 2021 – 2025 Ph.D. Candidate in Communication, Michigan State University
Major: Communication, The Department of Communication
Minor: Hospitality Business, The School of Hospitality Business
- 2018 – 2019 M.S. in Marketing Research, Michigan State University
Eli Broad College of Business

Publications

Refereed Journal Publications

(*corresponding author)

- [1] **Rathjens, B.**, Wu, A., Zhang, L., & Wei, W. (2024). When social media influencer endorsement backfires: Unpacking fallout from explicit endorsements across brand equity levels. *Journal of Hospitality & Tourism Research*. <https://doi.org/10.1177/10963480231223150>
- [2] Yang, W., Zhang, L., Wei, W., Yoo, M., & **Rathjens, B.** (2023). Do we love celebrity endorsers? The joint impacts of consumers' need for status, celebrity's star power and image congruence on celebrity endorsement effectiveness. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/JHTI-05-2023-0313>
- [3] **Rathjens, B.***, Gunden, N., Zhang, L., Jain, G., & Law, R. (2023). A systematic review of contactless technologies research in hospitality and tourism during the COVID-pandemic. *Journal of Hospitality & Tourism Research*. <https://doi.org/10.1177/10963480231191192>
- [4] Zhang, L., Wei, W., **Rathjens, B.**, & Zheng, Y. (2023). Pet influencers on social media: The joint effect of message appeal and narrator. *International Journal of Hospitality Management*, 110, 103453. <https://doi.org/10.1016/j.ijhm.2023.103453>

- [5] **Rathjens, B.***, Van Der Heide, B., Pham, D., Earle, K., Ulusoy, E., Mason, A. J., Zhang, Y., & Bredland, A. (2023). Negative online reviews and manager response: Applying expectancy disconfirmation theory in a CMC context. *Communication Reports*, 36(2), 110–122. <https://doi.org/10.1080/08934215.2022.2154815>
- [6] 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. *Journal of Hospitality & Tourism Research*, 1–14. <https://doi.org/10.1177/10963480221141649>

Conference Presentations

Papers, Talks, and Symposia

(*presenter)

Pham, D., Van Der Heide, B., **Rathjens, B.**, Zhu, R., & Bredland, A. (2024). *The effects of metacognition on senders' feedback effect in CMC*. [Submitted for paper presentation]. National Communication Association's 110th Annual Conference. New Orleans, LA.

Pham, D., Van Der Heide, B., **Rathjens, B.**, Zhu, R., & Bredland, A. (2024). *Metacognition's impact on senders' feedback effect in CMC*. [Accepted for paper presentation]. International Communication Association's 74th Annual Conference. Broadbeach, Queensland, Australia.

Rathjens, B.*, Van Der Heide, B., Zhu, R., & Pham, D. (2024). *Motivations unveiled: How altruism and self-interest shape exaggeration behavior*. [Paper presentation]. Central States Communication Association (CSCA) Annual Convention. Grand Rapids, MI.

Rathjens, B.*, Rhodes, N., & Zhang, L. (2024). *When influencers recommend and their followers disagree: The effects of race and vicarious dissonance*. [Paper presentation]. The 29th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Miami, FL.

Rathjens, B.*, Zhang, L. & Cha, J. (2023). *Chatbots for customer service requests: Investigating goal orientation and task complexity*. [Paper presentation]. The 7th World Research Summit for Hospitality and Tourism. Orlando, FL.

Rathjens, B.*, Van Der Heide, B., & Pham, D. (2023). *When the act of writing a negative review makes you more negative: The attenuating effect of manager response*. [Paper presentation]. National Communication Association's 109th Annual Conference. Association for Business Communication division. National Harbor, MD.

Rathjens, B.*, Zhang, L., & Cha, J. (2023). *Robots vs. humans in services: Examining the role of process- vs. outcome-orientation*. [Paper presentation]. The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism. Pomona, CA.

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 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 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*. [Paper presentation]. The Academy of Business Research Spring 2022 Conference. New Orleans, LA.

In Proceedings

Rathjens, B., Zhang, L., & Cha, J. (2023, January 5-7). Robots vs. humans in services: examining the role of process- vs. outcome-orientation [Paper presentation]. In W. Yang. *The 28th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism*. IT Adoption & Application, Cal Poly Pomona (p. 98).

Posters

(**presenter*)

Rathjens, B.* (2024). *The power of group membership in influencer marketing: Anonymity's role in antinormative recommendations*. [Poster presentation]. 1st Annual Communication Science Futures. East Lansing, MI.

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. West Lafayette, IN.

Awards and Recognition

Grants, Scholarships, and Fellowships

Kasavana & Schmidgal Research Grant (Spring 2024, **awarded**) **\$5,000**
Project: The Power of Group Membership in Human and Virtual Influencer Marketing: Anonymity's Role in Antinormative Recommendations

GenAI in Fake Reviews in the Tourism Industry (Spring 2024, **awarded**) **\$10,000**
Greater Lansing Convention & Visitors Bureau
Dr. Lu Zhang, P.I.

COGS Conference Award (Fall 2023, **awarded**) **\$300**
Council of Graduate Students, Michigan State University

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| Graduate Office Fellowship (Fall 2023, awarded) <i>Department of Communication, Michigan State University</i> | \$1,200 |
| Banks Brown Graduate Scholarship (Fall 2023, awarded) <i>American Hotel & Lodging Association</i> | \$5,000 |
| Pythian Sisters of Ohio (Fall 2023, awarded) <i>Endowment Fund Scholarship</i> | \$1,000 |
| Greater Lansing Accessibility Grant (Summer 2023, awarded) <i>Greater Lansing Convention & Visitors Bureau</i> <i>Dr. Lu Zhang, P.I.</i> | \$20,000 |
| Education Opportunity Fellowship (Spring 2023, awarded) <i>Michigan State University Graduate School</i> | \$1,500 |
| Statler Foundation Grant (Fall 2022, not awarded) <i>Project: An investigation of hotel social media influencers:</i> <i>The effect of brand familiarity and ad disclosure</i> | \$10,000 |
| Banks Brown Graduate Scholarship (Fall 2022, awarded) <i>American Hotel & Lodging Association</i> | \$5,000 |
| Kasavana & Schmidgal Research Grant (Spring 2022, awarded) <i>Project: Robots vs. humans in services:</i> <i>Examining the role of process- vs. outcome-orientation</i> | \$4,000 |
| Pythian Sisters of Ohio (Fall 2022, awarded) <i>Endowment Fund Scholarship</i> | \$1,000 |
| Pythian Sisters of Ohio (Fall 2021, awarded) <i>Endowment Fund Scholarship</i> | \$1,000 |

Other Awards

Winner, Best Graduate Student Conference Poster (Fall 2022)
CentralCHRIE Spirit of Hospitality Conference, Purdue University
Project: Does brand familiarity and ad disclosure matter? An investigation of social media influencers.

Teaching Experience

(*created course)

Hospitality Business

Instructor of Record, Introduction to Marketing Analytics*
Teaching Assistant, Hospitality Business Strategy

General Business

Instructor of Record, Marketing Principles*
Instructor of Record, Human Resources Management*
Instructor of Record, Management Foundations
Instructor of Record, Marketing Foundations
Instructor of Record, Introduction to Marketing*

Communication

Instructor of Record, Leadership & Group Communication*
Instructor of Record, Human Communication
Instructor of Record, Social Media Applications

Technology

Instructor of Record, Desktop Publishing for the Office*
Instructor of Record, Microsoft Office for Windows*
Instructor of Record, Introduction to Computers*
Instructor of Record, Web Development I: HTML & CSS*

Invited Teaching Lectures

“The Customer Journey: Personalization in Digital Marketing” (Spring 2024)
George Washington University School of Business
Teaching presentation given to professors in the Department of Marketing

“Technology Failures in Hospitality” (Spring 2023)
University of Central Florida, Rosen College of Hospitality Management
Course: Hospitality Information Systems

“Conducting Marketing Research as a Hospitality Professional” (Spring 2023)
Michigan State University, The School of Hospitality Business
Course: Hospitality Business Strategy

“Technology Failures and Successes in Hospitality” (Spring 2023)
Michigan State University, The School of Hospitality Business
Course: Hospitality Information Systems

CMS Experience

D2L (Desire to Learn)
Canvas
Blackboard

Teaching Certification

QM: Quality Matters Applying the Rubric (APPQMR)

Academic Service

Reviewing

Ad Hoc Reviewer: *Journal of Hospitality and Tourism Technology*,
International Journal of Hospitality Management, *SESCA (Southeast, Central, & South
American Federation) CHRIE Conference*, and *NCA (National Communication Association)*

Workshops

“Crafting Your Personal Brand as a Graduate Student” (Spring 2022)
Michigan State University, Department of Communication

Graduate Student Representative

Graduate Student Representative (Spring – Summer 2023)
Dean of College of Communication Arts & Sciences Job Search Committee
Michigan State University, College of Communication Arts & Sciences

Social Events Chair (Fall 2021 – Spring 2023)
AGSCOM, Association for Graduate Students in Communication
Michigan State University, Department of Communication

Memberships

Association of Business Communication (ABC)
American Hotel & Lodging Association (AHLA)
Central States Communication Association (CSCA)
National Communication Association (NCA)
The American Marketing Association (AMA)

Industry Employment

Professional Experience

2016 – 2021 Director of Marketing
The Highlands at Harbor Springs (formerly Boyne Highlands Resort)

- Responsible for planning and implementing short - and long-term marketing programs based on research insights
- Applied product management principles in the planning and execution of diverse research projects (specifically a Costco gift card deployment which generated revenue and tracked advertising ROI)
- Assisted in the development of marketing plans for research projects, optimizing guest reach and engagement

- Conducted comprehensive market analysis to inform and enhance the direction of ongoing marketing initiatives
- Assisted in gathering and interpreting consumer insights to inform research objectives and strategies and to increase season pass revenue by 125%, paid skier visits by 24%, lift ticket revenue by 65%, dinner theatre revenue by 16%, and advance purchase dining ticket revenue by 71%
- Assisted in the product development process by conducting extensive market and consumer research resulting in new lift products (i.e., Happiness Card) and dining experiences (i.e., Chef's Table Dining Experience)
- Contributed to innovative product development strategies based on analytical data findings (created a brand-new product, The Highlands Happiness Card, which generated thousands of skier visits and substantial revenue during the COVID pandemic even when other resorts were down in skier visits)
- Utilized various methodologies in product research, contributing significantly to the hospitality market
- Applied creative problem-solving techniques to solve difficult situations (COVID shutdowns, social distancing, demand generation after a major resort hotel fire)

2015 – 2016 Senior Account Manager & Strategist
Active Marketing

- Led marketing strategy, scheduled and assigned work across internal and external production teams
- Developed and executed an effective content strategy for the agency's clients
- Conducted user experience research, specifically mouse and eye tracking studies, to inform web design decisions, content placement, and optimal graphics selection
- Applied results from user experience research to improve website design and functionality
- Demonstrated ability to prioritize and organize workloads to meet strict deadlines in a fast-paced agency environment

2014 – 2015 Social Media Strategist & Consultant
Afia, Inc.

- Hired to establish and launch a new healthcare social media service
- Researched and devised marketing strategies for clients
- Implemented social engagement programs using data analytics to focus on KPIs (key performance indicators)
- Focused a great deal on online reputation management detection and response strategies in the healthcare sector
- Planned and launched a successful \$75k donation initiative through social and digital media for an autism school

2011 – 2014 Corporate Social Media Strategist & Electronic Media Specialist
McLaren Health Care & McLaren Northern Michigan

- Authored, planned and hosted the first Twitter surgery event in the McLaren Health Care system (archived video on YouTube has over 100k views)
- Demonstrated effective influencing skills in advocating for the Twitter surgery event among medical staff

- Provided quarterly social media ROI reporting to prove effectiveness of social efforts
- Managed paid and social media ads for multiple channels and profiles
- Education of staff on social and digital media standards and compliance
- Member of the corporate web team and backup of website updates, html coding and other graphic design duties

2002 – 2012 Small Business Owner & Web Developer
JBR Graphics, Inc.

- Started a web design shop that served over 200 clients at its peak
- Setup and maintained multiple high-end web hosting servers for our clients that offered email services, e-commerce capabilities, email newsletter programs, and web hosting for the clients' websites and online products
- Responsible for designing, coding, and publishing websites for a wide array of clientele in many different industries
- Presented to boards, interest groups, and c-level decision makers
- Ran several successful social media training seminars in partnership with the local chamber of commerce
- Handled all business efforts such as sales, marketing, client outreach, accounting

Professional 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.

Service & Volunteering

Board Member & Secretary (2019 – 2021)
Harbor Springs Chamber of Commerce, representing Boyne Highlands Resort

Board Member (2018 – 2019)
McLaren Northern Michigan Patient & Family Advocacy Board

Director of Communications (2014)
Social Media Club, World's Largest Community of Social Media Professionals

Board Member & Secretary (2008 – 2009)
Keep Charlevoix Beautiful, representing JBR Graphics, Inc.