

Kim Uhlendorf PhD Candidate and Research Associate German Sport University  
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## Research profile

### Education

since 2021	PhD Student, German Sport University Cologne
2019 - 2021	M.Sc. Sport Management, German Sport University Cologne
2015 - 2019	B.A. Sport Management and Communication, German Sport University Cologne
2017 - 2018	B.Sc. Business Administration, Semester Abroad, McNeese State University, Lake Charles, USA

### Academic Experience

since 2022	Research Fellow/Doctoral Researcher, University of Cologne, Department of Marketing and Brand Management
since 2021	Research Assistant, German Sport University Cologne, Department of Sport Economics and Sport Management
2018 - 2021	Student Research Assistant, German Sport University Cologne, Department of Sport Economics and Sport Management

### Research Interests

In general: consumer behavior, digital marketing, online environments

Specifically: understanding consumers' reactions to and interactions with new technologies in digital marketing

## Employment

### Phd student, Section Sports Business Administration

German Sport University Cologne

Köln

28.09.2021 → gegenwärtig

### Research Fellow

University of Cologne

Köln, Germany

01.04.2022 → gegenwärtig

## Publications

### A Multi-Method Analysis of Sport Spectator Resistance to Augmented Reality Technology in the Stadium

Uhlendorf, K. & Uhrich, S., 2023, In: Journal of Global Sport Management. p. 1-30 30 p.

### A Multi-Method Analysis of Sport Spectator Resistance to Technological In-Stadium Innovations

Uhlendorf, K. & Uhrich, S., 2021, *Book of Abstracts : 29th European Sport Management Conference, 27. May - 19. November 2021; EASM 2021 Festival of Sport Management Research and Practice*. Bodet, G. & Mueller, J. (eds.). EASM , p. 68-70 3 p.

### Positionierungsstrategien für Teamsportmarken auf internationalen Märkten

Uhrich, S. & Uhlendorf, K., 2020, *Perspektiven des Dienstleistungsmanagements: Aus Sicht von Forschung und Praxis*. Roth, S., Horbel, C. & Popp, B. (eds.). Wiesbaden: Springer Gabler, p. 311-334 24 p.

## **Segmenting Satellite Supporters Based on Their Value for Team Sport Organizations**

Uhrich, S., Behrens, A., Kang, T-A., Matsuoka, H. & Uhlendorf, K., 2020, In: Journal of Global Sport Management. 30 p.

## **Activities**

### **EMAC 2024**

Kim Uhlendorf (Speaker)

28.05.2024 → 31.05.2024

### **EMAC Doctoral Colloquium 2024**

Kim Uhlendorf (Speaker)

26.05.2024 → 28.05.2024

### **California School Conference 2024**

Kim Uhlendorf (Speaker)

19.04.2024 → 20.04.2024

### **University of Southern California, Marshall School of Business**

Kim Uhlendorf (Visiting researcher)

01.02.2024 → 01.05.2024

### **Association for Consumer Research Conference 2023**

Kim Uhlendorf (Speaker)

26.10.2023 → 28.10.2023

### **European Sport Management Conference**

Kim Uhlendorf (Speaker)

19.11.2021

### **Technische Universität München**

Kim Uhlendorf (Speaker)

06.10.2021

### **Waseda University**

Kim Uhlendorf (Visiting researcher)

01.10.2018 → 30.10.2018

## **Awards**

### **Alumni Sportmedien Sportmanagement (ASS) Masterthesis**

Uhlendorf, Kim (Recipient), 01.10.2021

### **DSHS Hochschulinterne Forschungsförderung Stipendiatin**

Uhlendorf, Kim (Recipient), 01.01.2021

### **DSHS Hochschulinterne Forschungsförderung Stipendiatin**

Uhlendorf, Kim (Recipient), 01.08.2024

### **Nachwuchspreis der Deutschen Sporthochschule Köln**

Uhlendorf, Kim (Recipient), 25.06.2022

### **Studiengangsbeste im Studiengang M.Sc. Sportmanagement**

Uhlendorf, Kim (Recipient), 25.06.2022

## **Projects**

**Can Augmented Reality Mislead Sport Consumers? An Investigation into the Undesired Effects of AR on Sport Consumers' Attention and Choice**

Uhlendorf, K.

01.08.24 → 31.07.25

**HIFF - Eine Untersuchung der Resistenzausprägungen von Teamsportfans gegenüber technologischen Innovationen im Stadion und ihre Antreiber**

Uhlendorf, K.

01.01.21 → 31.12.21