Kim Uhlendorf
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German Sport University
Institute of Sport Economics and Sport Management
Department of Sport Business Administration
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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

Blurring Boundaries: Exploring the Impact of Human-Technology Convergence on Consumer Well-Being
Uhlendorf-Leo, K., Diehl, K., Verlegh, P. & Pitardi, V., 2026, *2026 AMA Winter Academic Conference.*

Consumer-Technology Interaction in Immersive Environments: How Extended Realities Impact Online Consumer Experiences
Uhlendorf-Leo, K., 2026, Köln: Deutsche Sporthochschule Köln. 244 p.

Getting Hands On(line)? A Meta-Analysis of the Effectiveness of Extended Realities in Online Retailing
Uhlendorf-Leo, K., Uhrich, S. & Völckner, F., 2026, In: International Journal of Research in Marketing.

Me, Myself, and Others: Augmented Reality Can Increase Public Self-Consciousness and Socially Desirable Choices
Uhlendorf-Leo, K., Uhrich, S. & Diehl, K., 2026, *Advances in Consumer Research 2026.* 52 ed. Chicago/USA

Me, Myself, and Others: Augmented Reality Can Increase Public Self-Consciousness and Socially Desirable Choices
Uhlendorf-Leo, K., Uhrich, S. & Diehl, K., 2026, *Proceedings of the European Marketing Academy 2026.*

Tech's Hidden Side: Uncovering the Unexpected Consequences of Technologies for Consumers
Uhlendorf-Leo, K., Diehl, K., Gerrath, M., Zimmermann, J. & Weihrauch, A., 2026, *Proceedings of the European Marketing Academy 2026.*

The Art of Taking a Stand: New Perspectives on the Success or Failure of Corporate Activism Strategies
Uhlendorf-Leo, K., Silver, I., Teeny, J., Donnelly, G. & Dalmia, M., 2026, *Advances in Consumer Research.* 52 ed. Chicago/USA

I Have Seen Enough?: Augmented Reality Can Suppress Search Behavior and Negatively Affect Decision Outcomes
Uhlendorf-Leo, K., Uhrich, S., Völckner, F. & Diehl, K., 2025, *Proceedings of the European Marketing Academy 2025.*

Me, Myself, and Others: Augmented Reality Can Increase Public Self-Consciousness and Socially Desirable Choices
Uhlendorf-Leo, K., Uhrich, S. & Diehl, K., 2025, *California School Conference 2025.* Los Angeles, USA

Effects of Interactive Product Presentations on Consumer Responses in e-Commerce: A Meta-Analysis
Uhlendorf-Leo, K., Uhrich, S. & Völckner, F., 2024, *Proceedings of the European Marketing Academy 2024.*

I Have Seen Enough?! How Augmented Reality Affects Search and Decisions
Uhlendorf-Leo, K., Uhrich, S., Völckner, F. & Diehl, K., 2024, *Advances in Consumer Research 2024.* 52 ed.

I Have Seen Enough?! How Augmented Reality Affects Search and Decisions
Uhlendorf-Leo, K., Uhrich, S., Völckner, F. & Diehl, K., 2024, *Proceedings of the European Marketing Academy 2024, Doctoral Colloquium.*

I Have Seen Enough?! How Augmented Reality Affects Search and Decisions
Uhlendorf-Leo, K., Uhrich, S., Völckner, F. & Diehl, K., 2024, *California School Conference 2024.*

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.

Effects of Interactive Product Presentations on Consumer Responses in e-Commerce: A Meta-Analysis
Uhlendorf-Leo, K., Uhrich, S. & Völckner, F., 2023, *Advances in Consumer Research 2023.*

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

2026 AMA Winter Conference

Uhlendorf-Leo, K. (Speaker), Diehl, K. (Speaker), Verlegh, P. (Speaker) & Pitardi, V. (Speaker)
2026 → …

EMAC 2026
Uhlendorf-Leo, K. (Speaker), Uhrich, S. (Speaker) & Diehl, K. (Speaker)
2026

EMAC 2026
Uhlendorf-Leo, K. (Speaker), Diehl, K. (Speaker), Gerrath, M. (Speaker), Zimmermann, J. (Speaker) & Weihrauch, A. (Speaker)
2026

California School Conference 2025
Uhlendorf-Leo, K. (Speaker), Uhrich, S. (Speaker) & Diehl, K. (Speaker)
2025

EMAC 2025
Uhlendorf-Leo, K. (Speaker), Uhrich, S. (Speaker), Völckner, F. (Speaker) & Diehl, K. (Speaker)
2025

Association for Consumer Research Conference 2024
Uhlendorf, K. (Participant)
25.09.2024 → 29.09.2024

EMAC 2024
Uhlendorf, K. (Speaker), Uhrich, S. (Participant) & Völckner, F. (Participant)
28.05.2024 → 31.05.2024

EMAC Doctoral Colloquium 2024
Uhlendorf, K. (Speaker), Uhrich, S. (Participant), Völckner, F. (Participant) & Diehl, K. (Participant)
26.05.2024 → 28.05.2024

California School Conference 2024
Uhlendorf, K. (Speaker)
19.04.2024 → 20.04.2024

University of Southern California, Marshall School of Business
Uhlendorf, K. (Visiting researcher)
01.02.2024 → 01.05.2024

Association for Consumer Research Conference 2024
Uhlendorf-Leo, K. (Speaker), Uhrich, S. (Speaker) & Völckner, F. (Speaker)
2024 → …

California School Conference 2024
Uhlendorf-Leo, K. (Speaker), Uhrich, S. (Speaker) & Völckner, F. (Speaker)
2024 → …

EMAC 2024 - Doctoral Colloquium
Uhlendorf-Leo, K. (Speaker), Uhrich, S. (Speaker), Völckner, F. (Speaker) & Diehl, K. (Speaker)
2024 → …

Association for Consumer Research Conference 2023
Uhlendorf, K. (Speaker)
26.10.2023 → 28.10.2023

Association for Consumer Research Conference 2023
Uhlendorf-Leo, K. (Speaker), Uhrich, S. (Speaker) & Völckner, F. (Speaker)
2023 → …

European Sport Management Conference
Uhlendorf, K. (Speaker)
19.11.2021

Technische Universität München
Uhlendorf, K. (Speaker)
06.10.2021

EASM 2021
Uhlendorf-Leo, K. (Speaker) & Uhrich, S. (Speaker)
2021

Waseda University
Uhlendorf, K. (Visiting researcher)
01.10.2018 → 30.10.2018

Awards

Alumni Sportmedien Sportmanagement (ASS) Masterthesis
Uhlendorf, K. (Recipient), 01.10.2021

DSHS Hochschulinterne Forschungsförderung Stipendiatin
Uhlendorf, K. (Recipient), 01.01.2021

DSHS Hochschulinterne Forschungsförderung Stipendiatin
Uhlendorf, K. (Recipient), 01.08.2024

Nachwuchspreis der Deutschen Sporthochschule Köln
Uhlendorf, K. (Recipient), 25.06.2022

Studiengangsbeste im Studiengang M.Sc. Sportmanagement
Uhlendorf, K. (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. (Project manager)
01.08.24 → 31.07.25

HIFF - Eine Untersuchung der Resistenzausprägungen von Teamsportfans gegenüber technologischen Innovationen im Stadion und ihre Antreiber
Uhlendorf, K. (Project manager)
01.01.21 → 31.12.21

Mitigating the Negative Effects of Brand Activism
Uhrich, S. (Project manager) & Uhlendorf, K. (Project manager)
01.01.24 → …

The Impact of AR on Consumer Search and Choice in e-Commerce
Uhlendorf, K. (Project manager) & Uhrich, S. (Project manager)
01.01.22 → …

The Impact of AR on Consumers' Public Self-Consciouness and Choice
Uhlendorf, K. (Project manager) & Uhrich, S. (Project manager)
01.01.22 → …