

Kim Uhlendorf
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German Sport University
Institute of Sport Economics and Sport Management
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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.

Activities

Association for Consumer Research Conference 2024

Uhlendorf, K. (Participant)

25.09.2024 → 29.09.2024

EMAC 2024

Uhlendorf, K. (Speaker)
28.05.2024 → 31.05.2024

EMAC Doctoral Colloquium 2024

Uhlendorf, K. (Speaker)
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 2023

Uhlendorf, K. (Speaker)
26.10.2023 → 28.10.2023

European Sport Management Conference

Uhlendorf, K. (Speaker)
19.11.2021

Technische Universität München

Uhlendorf, K. (Speaker)
06.10.2021

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-Leo, K. (Project manager)

01.08.24 → 31.07.25

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

Uhlendorf-Leo, K. (Project manager)

01.01.21 → 31.12.21

Mitigating the Negative Effects of Brand Activism

Uhrich, S. (Project manager) & Uhlendorf-Leo, K. (Project manager)

01.01.24 → ...

The Impact of AR on Consumer Search and Choice in e-Commerce

Uhlendorf-Leo, K. (Project manager) & Uhrich, S. (Project manager)

01.01.22 → ...

The Impact of AR on Consumers' Public Self-Consciousness and Choice

Uhlendorf-Leo, K. (Project manager) & Uhrich, S. (Project manager)

01.01.22 → ...