

Jan Boehmer, Ph.D.

Assistant Professor of Marketing & Data Analytics Department of Sport Management

Center for Sport Marketing Research
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ACADEMIC & PROFESSIONAL INTERESTS

I am an experienced interdisciplinary assistant professor and award-winning marketing analytics lead investigating the effects of data and technology on perceptions and behaviors, improving business and personal outcomes while serving the social good. In my research, I employ empirical modeling of marketing and communication effects, investigating three interrelated clusters at the intersection of my academic training in media and information studies and my industry experience in marketing:

- Empirical modeling of how communication and technology affect human behavior, focusing on the use of technology, purchase behavior, as well as individuals' attachment to organizations and brands
- The impact of data-driven decision-making on the organization and practice of marketing & management, as well as its effectiveness
- Business innovation at the intersection of sport and media

ACADEMIC POSITIONS

2023 – present	Assistant Professor of Marketing & Data Analytics Center for Sport Marketing Research, Department of Sport Management, School of Kinesiology, University of Michigan
2016 - 2017	Assistant Professor of Data Journalism John Curley Center for Sports Journalism, Department of Journalism, Bellisario College of Communications, Pennsylvania State University, State College
2014 - 2016	Assistant Professor of New Media Department of Journalism & Media Management, School of Communication, University of Miami, Coral Gables

SELECTED PROFESSIONAL EXPERIENCE

- 2020 – 2023** **Global Administrator, AI Academy**
Providing structured training and education plans in digital marketing, data analytics, and artificial intelligence to The&Partnership | m/SIX via WPP's partnership with Coursera
- 2017 – 2023** **Head of Digital & Marketing Science**
The&Partnership | m/SIX: Establishing data-centric decision making across clients and agency, supporting global leadership on data & analytics strategy. Planning, execution, and evaluation of campaigns for Toyota & Lexus, EPI, Electronic Arts, Whirlpool, and Bridgestone.
- 2016 – 2018** **Consultant: Digital Marketing & Analytics**
Digital and social media analytics & data strategy development for clients including BMW Bank, BMW Classic Group, Comdirect Bank
- 2007 – 2014** **Editor & Social Marketing Manager; Perform Media**
Social media coaching; development & analyses. Growth of online sports news community from 30,000 to 90,000 members
- 2007** **Editor & Product Manager, ProSiebenSat1 Media AG**
Development and testing of interactive television formats using connected remote control and mobile messaging services

EDUCATION

- 2020 – 2023** **M.B.A., Marketing & Business Analytics**
Strome College of Business, Old Dominion University (online)
- 2011 – 2014** **Ph.D., Media & Information Studies**
Michigan State University. Advisor: Dr. Stephen Lacy
Dissertation title: The commenting trap: How flaming undermines the positive effect of user comments on online news sites
- 2002 – 2007** **M.A., Online Journalism & Public Relations**, Department of Media, Darmstadt University of Applied Sciences. Advisor: Dr. Klaus Meier. Thesis: Fostering engagement with interactive online media
- 2006 – 2007** **International Student Exchange, Mass Communication & Physical Education**, University of Wisconsin – Green Bay.

WORK IN PROGRESS

Boehmer, J. (data collection). How Deadpool saved a town. The social and economic impact of celebrity investment in Wrexham A.F.C.

Boehmer, J. (in preparation). Flutie or Fake: Re-Examining the disputed impact of (mediated) athletic success on college enrollment.

Boehmer, J. (manuscript in preparation). The Netflix Effect in college athletics: How Last Chance U affects college enrollment among different demographics.

REFEREED JOURNAL ARTICLES

Boehmer, J., & Harrison, V.S. (2021). No long-term consequences for social irresponsibility? Adidas' rent incident during the COVID-19 pandemic in Germany. *European Sport Management Quarterly*. <https://doi.org/10.1080/16184742.2021.1926526>

Cruz, J., & **Boehmer, J.** (2020). Keep it up, warrior! Perceived social support, self-efficacy, and exercise behaviors surrounding athletes' Instagram posts. *The Pennsylvania Communication Annual*, 75, 72-98.

Harrison, V.S. & **Boehmer, J.** (2019). Sport for development and peace: Framing the global conversation. *Communication & Sport*. 8(3). 291-316. doi: 10.1177/2167479519831317

Boehmer, J., Carpenter, S., & Fico, F. (2019). More of the same? Influences on source use and source affiliation diversity in for-profit and nonprofit news organizational content. *Journalism Studies*, 20(2), 173-192. doi: 10.1080/1461670X.2017.1368409

Boehmer, J., Carpenter, S., & Fico, F. (2018). Filling the void: Nonprofit news and factors affecting government conflict coverage. *Digital Journalism*, 6(3), 369-388. doi: 10.1080/21670811.2017.1297683

Carpenter, S., **Boehmer, J.,** & Fico, F. (2016). The measurement of journalistic role enactments: A study of organizational constraints and support in for-profit and nonprofit journalism. *Journalism & Mass Communication Quarterly*, 93(3), 587-608. doi: 10.1177/1077699015607335

Boehmer, J. (2016). Does the game really change? How students consume mediated sport in the age of social media. *Communication & Sport*, 4(4), 460-483. doi: 10.1177/2167479515595500

Boehmer, J., & Tandoc Jr., E. (2015). Why we retweet: Factors influencing intentions to share sport news on Twitter. *International Journal of Sport Communication*, 8(2), 212-232. doi: 10.1123/IJSC.2015-0011

Boehmer, J., LaRose, R., Rifon, N., Alhabash, S. & Cotton, S. (2015). Determinants of online safety behaviour: Toward a strategy for public education of young adults. *Behaviour & Information Technology*. 34(10), 1022-1035. doi: 10.1080/0144929X.2015.1028448

Boehmer, J., & Friedman, M.B. (2015). Sharing fear via Facebook: A lesson in political public relations. *Media Watch*, 6(1), 5-15. doi: 10.15655/mw/2015/v6i1/55371

Boehmer, J., & Lacy, S. (2014). Sport news on Facebook: How engagement affects readers' browsing behavior. *International Journal of Sports Communication*, 7(1), 1-15. doi: 10.1123/IJSC.2013-0112

Oh, H., Lauckner, C., **Boehmer, J.,** Fewins-Bliss, R., & Li, K. (2013). Facebooking for health: An examination into the solicitation and effects of health-related social support on social networking sites. *Computers in Human Behavior*, 29(5), 2072-2080. doi:10.1016/j.chb.2013.04.017

Boehmer, J. (2013). Engaging readers on Facebook: The effect of direct appeals on engagement with online news. *Proceedings of the 12th Annual IADIS International Conference on the WWW/INTERNET (ICWI 2013)*, Fort Worth, Tx., 51-58.

Khan, M.L., & **Boehmer, J.** (2013). Small business use of Facebook for marketing: The case of a family-owned Mediterranean restaurant. *Proceedings of the 78th Annual International Convention of the Association for Business Communication (ABC)*, New Orleans, La. 1-13.

BOOK CHAPTERS

Boehmer, J. & Garrison, M.B. (2023). The University of Miami Pell Grant Scandal. In J. Sanderson (Ed.), *Corruption & Scandal in American Sport*. Santa Barbara, CA: ABC-CLIO

Boehmer, J. (2022). Growth Hacking. In P. M. Petersen (Ed.), *Encyclopedia of Sport Management*. Cheltenham, UK: Edward Elgar Publishing

Boehmer, J. (2022). Integrated Marketing Communication. In P. M. Petersen (Ed.), *Encyclopedia of Sport Management*. Cheltenham, UK: Edward Elgar Publishing

Boehmer, J. (2022). Management Information Systems. In P. M. Petersen (Ed.), *Encyclopedia of Sport Management*. Cheltenham, UK: Edward Elgar Publishing

Boehmer, J. (2020). Social media in sports marketing. In A. Seymour & P. Blakey (Eds.), *Digital sport marketing: Concepts, cases and conversations* (pp. 48-57). London, United Kingdom: Routledge.

Boehmer, J. (2019). Die 5 Säulen Daten-getriebener Innovation im Marketing [The 5 pillars of data-driven innovation in marketing]. In A. Baetzgen (Ed.), *Brand Innovation. Impulse für das Markenmanagement von morgen*. Stuttgart, Germany: Schäffer-Poeschel Verlag. **WPP Atticus Award: Highly Commended; Data-driven Insights Category**

Boehmer, J. (2018). Digitale Sportkommunikation in den USA [Digital sport communication in the US]. In J. Stiehler, T. Schierl, & T. Horky (Eds.), *Digitalisierung des Sports in den Medien*. Cologne, Germany: Herbert von Halem-Verlag.

Boehmer, J. (2017). El uso de las redes sociales en el deporte [The use of social media in sports]. In J. L. Rojas Torrijos (Ed.), *Manual de Periodismo Deportivo* (Chapter 12). Valencia, Spain: Tirant Humanidades.

Bor, S., & **Boehmer, J.** (2016). The Internet. In A. E. Grant & J. H. Meadows (Eds.), *Communication technology update and fundamentals*. Waltham, MA: Focal Press.

Boehmer, J., Jung, Y., Wash, R. (2015). Electronic commerce recommender systems. In Charles Steinfield (Ed.), *CMC Commercial Applications. International Encyclopedia of Digital Communication & Society*. Somerset, N.J.: Wiley Blackwell.

Boehmer, J. (2013). Social media and the news: How users' interactions with new technologies shape their purpose. In Emilee Rader (Ed.), *HCI Imagined: Thoughts from Today's Graduate Students about the Future of HCI*. Lansing, Mich.: Espresso Press.

PEER-REVIEWED CONFERENCE PRESENTATIONS

Harrison, V.S. & **Boehmer, J.** (2022, March). Drive to thrive: How Netflix delivers the "kind of promotional coverage that's hard to buy". Paper presented at the 2022 Summit on Communication and Sport (IACS 2022), Rowan University, Philadelphia, PA

Boehmer, J. (2021, March). Data needs story: How sports clubs use data in content marketing. Paper presented at the 2021 Summit on Communication and Sport (IACS 2020), virtual format, Clemson University, Clemson, S.C.

Boehmer, J. (2019, August). The 5 pillars of data success: A skills-based approach to data-driven marketing. Paper accepted for presentation at the 2019 AMA Summer Academic Conference, Chicago, Ill.

Boehmer, J. (2019, July). Data needs story: How major sports clubs use data in content marketing. Paper accepted for presentation at the annual conference of the International Association for Media and Communication Research (IAMCR 2019), Madrid, Spain

Boehmer, J. & Ferrucci, P. (2016, March). Know your teammate: How positive involvement with sports affects racial stereotypes. Paper presented at the 9th Summit on Communication and Sport (IACS 2016), Grand Rapids, Mich.

Carpenter, S., **Boehmer, J.** & Fico, F. (2015, August). An examination of sourcing behaviors of U.S. non-profit news and newspaper journalists. Poster presented at the 97th annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, Calif. **Best Poster Award: Participatory Journalism**

Boehmer, J. (2015, August). Motivating news engagement: How social cues affect learning from news. Paper presented at the 97th annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, Calif. **Emerging Scholar Award.**

Boehmer, J. (2015, May). *The role of Twitter and parasocial interaction on college students' sport media consumption.* Paper presented at the 65th annual conference of the International Communication Association (ICA), San Juan, Puerto Rico. **Top Paper Award in the Sport Interest Group**

Boehmer, J. (2015, May). *The negative effect of flaming on learning from political news.* Paper presented at the 65th annual conference of the International Communication Association (ICA), San Juan, Puerto Rico.

Boehmer, J., Carpenter, S. & Fico, F. (2015, May). *News coverage of conflict involving government and factors affecting its frequency.* Paper presented at the 65th annual conference of the International Communication Association (ICA), San Juan, Puerto Rico.

Boehmer, J. (2015, April). Journalists on Twitter: Finding the balance between breaking news and family photos on social media. Panel session at the annual conference of the Broadcast Education Association (BEA2015). Las Vegas, Nev.

Boehmer, J. (2015, April). *Couch or bleachers? Differences in college students' motivations to consume sports in the media or in person.* Poster accepted for presentation at the 8th annual CSRI conference on college sport. Columbia, S.C.

Boehmer, J. & Garrison, B. (2015, April). *Online news sites as sources of political information.* Paper presented at the "What is Journalism? Exploring the Past, Present and Future of Journalism" conference, Portland, Ore.

Boehmer, J. & Krier, D. (2015, March). *Reducing the gender gap: Involvement in high school athletics as a motivator for sport media consumption.* Paper presented the 8th Summit on Communication and Sport (IACS 2015), Charlotte, NC.

Boehmer, J. & Leith, A. P. (2015, March). *Tweeting the World Cup: Soccer teams' use of dialogic communication during the 2014 World Cup.* Paper presented at the 8th Summit on Communication and Sport (IACS 2015), Charlotte, NC.

Boehmer, J. & Tandoc Jr., E. (2015, February). *Motivations to comment on online news: A civic voluntarism perspective.* Abstract presented at the "Re-Inventing Journalism" conference hosted by ZHAW Zurich, Winterthur, Switzerland.

Carpenter, S., **Boehmer, J.**, & Fico, F. (2014, November). *The role behaviors of for-profit and non-profit journalists: A study of organizational constraints and support*. Paper presented at the 100th annual conference of the National Communication Association, Chicago, Ill.

Boehmer, J. (2014, August). *I know you, therefore I share: Parasocial relationships and sharing sport news on Twitter*. Paper presented at the 97th annual conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Boehmer, J., & Tandoc Jr., E. (2014, August). *I thought you would like to know: Exploring motivations for sharing sports news on Twitter*. Paper presented at the 97th annual conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Boehmer, J. (2014, May). *I know you on Twitter: How journalists' self-disclosures influence sharing on social media*. Paper presented at the 64th annual conference of the International Communication Association (ICA), Seattle, Wash.

LaRose, R., Rifon, N. Cotton, S., Alhabash, **S. Boehmer, J.**, Tsai, H.S., Jiang, M., & Shillair, R. (2014, May). *Promoting the Good Life Online: Improving online security through consumer education, good habits, software design, and public policy*. Panel Session at the 64th annual conference of the International Communication Association (ICA), Seattle, Wash.

Boehmer, J. (2014, March). *Sports journalists' credibility on Twitter: Where the audience looks for cues, and how it can boost your brand*. Paper presented at the 2014 IACS Summit on Sport and Communication (IACS 2014), New York, N.Y.

Boehmer, J. (2013, October). *Sharing is caring: Engagement with sports news content as social currency on Facebook*. Paper presented at the "Beyond Convergence: Mobile, Social, and Virtual Media" conference, Las Vegas, Nev.

Boehmer, J. (2013, October). *Influencing viral behavioral intentions and likability through self-disclosures within parasocial interactions on Facebook*. Paper presented at the Interpersonal Communication and Social Interaction Conference (ICSI) of the European Communication Research and Education Association. Lugano, Switzerland.

Boehmer, J. & Friedman, M.B. (2013, October). *Sharing fear: How the Obama and Romney campaigns used photographs to spread fear via Facebook*. Paper presented at the Fourth International Conference on the Image, University Center Chicago, Chicago, Ill.

Boehmer, J. (2013, August). *Engaging information: How targeting creates more comments but less likes on Facebook*. Paper presented at the 96th annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.
Graduate Student Interest Group Research Paper Award.

Boehmer, J., (2013, August). *Generating traffic through Facebook: The ambivalent role of engagement with online sports news*. Paper presented at the 96th annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C.

Oh, H., Lauckner, C., **Boehmer, J.**, Fewins-Bliss, R. & Li, K. (2012, November) *Prescription for Facebook: How are individuals utilizing social networking sites to receive health-related social support?* Paper presented at the NCA 98th Annual Convention, Orlando, Fla.

RESEARCH GRANTS

- 2015** Role: Co-PI. What they say and what they think: How athletes use social media to communicate health issues and how the audience reacts. Center for Communication, Culture & Change, School of Communication, University of Miami. **Budget: \$4,500**
- 2013 – 2014** Role: PI. How flaming and additional user information affect elaboration and learning from online news. Research Excellence Fellowship, Michigan State University. **Budget: \$4,500**
- Role: Funded Research Assistant. Online safety for the ages: Generational differences in motivations to use security protections in an online banking context, CNS-193247145. PI: Dr. Robert LaRose, Michigan State University. **Budget: \$499,475**
- Summer 2013** Role: PI. Sports personalities on Facebook: The impact on brand image and relationship building. Graduate Office Fellowship for Summer Research, College of Communication Arts & Sciences, Michigan State University. **Budget: \$3,000.**
- 2011 – 2012** Role: Funded Research Assistant. Socio-technical design of crowdfunding websites. National Science Foundation, CCF-1101266, PI: Dr. Rick Wash, Michigan State University, **Budget: \$399,511.**

AWARDS & FELLOWSHIPS

- 2020** **WPP Atticus Award**
Data-Driven Insights; Highly Commended
- 2016** **ICA Early Career Research Award**
ICA Sports Communication Interest Group
- 2015** **AEJMC Emerging Scholar 2015/2016**
Association for Education in Journalism & Mass Communication
Project Title: "Motivating News Engagement: How Social Cues Affect Learning from News". **Awarded: \$2,500**
- ICA Sports Interest Group Top Paper Award**
- Creative Activity & Research Award**
University of Miami, School of Communication. **Awarded: \$5,000**
- 2014** **Communication Arts & Sciences Research Excellence Fellowship** Michigan State University. **Awarded: \$4,500**
- Michigan State University Karen Klomprens Fellowship**
Graduate School Research and Travel Award. **Awarded: \$1,600**
- 2013** **AEJMC Graduate Student Interest Group Research Paper Award**, 5th place top-paper award competition, Washington, D.C.
- AEJMC Graduate Student Travel Grant**
Annual meeting of the Association for Education in Journalism and Mass Communication, Washington, D.C. **Awarded: \$700**

Thomas F. Baldwin Endowed Fellowship

Department of Telecommunication, Information Studies and Media,
Michigan State University. **Awarded: \$4,000**

Best Junior Symposium Presentation

2nd Annual MIS Spring Research Symposium
Michigan State University. **Awarded: \$250**

2011**Nancy Seidman Dempsey Memorial Scholarship**

Department of Telecommunication, Information Studies and Media,
Michigan State University. **Awarded: \$3,000**

2006**Academic Exchange Scholarship**

Hessen - Wisconsin - Exchange, University of Wisconsin - Green Bay
& Darmstadt University of Applied Sciences. **Awarded: \$15,600**
Semester High Honours, University of Wisconsin - Green Bay

TEACHING EXPERIENCE

Spring 2017**Reporting Methods (COMM460)**

Role: Instructor of Record, 16 Students

Principles of Multimedia (COMM271)

Role: Instructor of Record, 65 Students

Fall 2016**Reporting Methods (COMM460)**

Role: Instructor of Record, 16 Students

Spring 2016**Social Media for Media Professionals (JMM533/633)**

Role: Instructor of Record, 32 students

Advanced Data Journalism (JMM631)

Role: Instructor of Record, 8 students

Fall 2015**Social Media for Media Professionals (CNJ533)**

Role: Instructor of Record, 20 students

Introduction to Data Journalism (CVJ309)

Role: Instructor of Record, 17 students

Spring 2015**Social Media for Media Professionals (CNJ533 – graduate)**

Role: Instructor of Record, 16 students

Fall 2014**Social Media for Media Professionals (CNJ533)**

Role: Instructor of Record, 15 students

Introduction to Data Journalism (CVJ309)

Role: Instructor of Record, 10 students

Summer 2014**Social Media & Society – online (TC 401-730)**

Role: Instructor of Record, 40 students

Fall 2013**Digital Games (TC 401-001)**

Instructor of Record: Dr. Wei Peng

Role: Teaching Assistant, 55 students

Summer 2013**Social Media & Society (TC 401)**

Role: Instructor of Record, 15 students

Spring 2013**Understanding Media (TC 101)**

Role: Co-Instructor, 200 students

Spring 2012 Understanding Media – online (TC 101)

Instructor of Record: Dr. Dave McCarthy

Role: Teaching Assistant, 150 students

Fall 2011 Media Policy & Economics (TC 301)

Instructor of Record: Dr. Johannes Bauer

Role: Teaching Assistant, 50 students

Bringing Media to Market – online (TC 300)

Instructor of Record: Dr. Karla Robinson

Role: Teaching Assistant, 120 students

ACADEMIC SERVICE & MEMBERSHIPS

Reviewer	American Marketing Association European Sport Management Quarterly Communication & Sport Journal of Computer-Mediated Communication Health Communication Journal of Communication Computers in Human Behavior Mass Communication and Society Journalism & Mass Communication Quarterly (Top Reviewer 2016) International Journal of Sport Communication Journal of Interactive Communication Systems and Technologies IT Professional
Memberships	American Marketing Association North American Society for Sport Management International Association for Communication & Sport Kappa Tau Alpha National Honour Society Association for Education in Journalism & Mass Communication International Communication Association
Advising	Virginia S. Harrison, Bellisario College of Communications, Pennsylvania State University; Doctoral Adviser (2017 - 2018) Joe Cruz, Bellisario College of Communications, Pennsylvania State University; Doctoral Studies Adviser (2017 - 2018) Armando Rubi, School of Communication, University of Miami Doctoral Studies Adviser (2015 - 2018) Michael F. North, School of Communication, University of Miami Doctoral Committee Member (2014 - 2015) Robert Tassy III, School of Communication, University of Miami Master of Arts Project Committee Member (2014 - 2015)
Service	Data Curriculum Revision Committee (2016 - 2017) College of Communication, Pennsylvania State University Curriculum Advancement: Sport & Digital Media (2014 - 2016) School of Communication, University of Miami Online Teaching and Learning Group (2013 - 2014) Department of Media & Information, Michigan State University