ACADEMIC CURRICULUM VITAE

I. EDUCATION

Since 2016 **Doctoral student**

University of Bayreuth (Germany)

Working title dissertation: Food Waste and

Consumer Behavior

2016 Master of Science in Business Administration

University of Bayreuth (Germany)

Master thesis: Consumer Overconfidence in the Context of Food and Health: An

Empirical Study

2012 Bachelor of Science in Business Administration

University of Bayreuth (Germany)

Bachelor thesis: Measurability of Corporate Social Responsibility and Use of the

Measuring Results by Various Stakeholder

II. EMPLOYMENT

Since 2015 Research assistant at the Chair of Marketing & Consumer Behavior

University of Bayreuth (Germany)

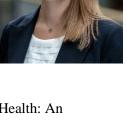
III. RESEARCH INTERESTS

- Food waste and consumer behavior
- Consumer recycling behavior
- Consumer knowledge calibration

IV. PUBLICATIONS

Conferences (peer-reviewed)

- Diekmann, Larissa, Regina Schreder, and Claas Christian Germelmann (2019), "Choosing and Valuing Canteen Leftovers from a Consumers' Perspective – An Extended Abstract," 6th French-Austrian-German Workshop on Consumer Behavior, 11/21/2019-11/22/2019, Nancy (accepted).
- Diekmann, Larissa (2019), "Can Someone Become Like Someone Else by Eating His or Her Leftovers? Analyzing Perceived Transmission Of Personality Traits Through Leftovers: A Structured Abstract," 2019 AMS World Marketing Congress (Doctoral Colloquium), 7/9/2019 – 7/12/2019, Edinburgh.
- Diekmann, Larissa, Claas Christian Germelmann, and Jannika Ehrenfried (2019), "Men and the Food Leftovers of Attractive Others: A Structured Abstract," 2019 AMS Annual Conference, 05/28/2019 – 06/01/2019, Vancouver.
- Diekmann, Larissa, and Claas Christian Germelmann (2019), "When Innovative Ways Of Reducing Food Waste Meet Eating Culture In University Canteens: An Abstract," *Proceedings of the 2018* Academy of Marketing Science World Marketing Congress, Cham, 711-712.
- Diekmann, Larissa, Claas Christian Germelmann, and Stefanie Jendsch (2018), "Why Consumers Remain Ignorant of Nutrition Information: The Roles of Subjective and Objective Nutrition Knowledge," *Proceedings of the Macromarketing Conference 2018*, Leipzig, 111-114.



 Diekmann, Larissa (2016), "Effects of a Biased Nutrition Knowledge Calibration on Healthy Food Choices," Proceedings of the 2016 Academy of Marketing Science (AMS) World Marketing Congress, Doctoral Colloquium, Paris, 609-610.

Conferences (not peer-reviewed)

 Diekmann, Larissa (2016), "Sharing von Lebensmitteln und Kontamination", Annual meeting of the research group "Konsum und Verhalten", Wuppertal (English title: Sharing of Food and Contamination).

Book chapter

Diekmann, Larissa and Claas Christian Germelmann (2017), Die Verbraucherinformation und der informierte Verbraucher zwischen Selbstüberschätzung und Informationsüberlastung, in: Möstl, Markus (Hrsg.), Europäisierung des Lebensmittelrechts: Verrechtlichung der Lebensmittelwirtschaft, Frankfurt am Main: Fachmedien Recht und Wirtschaft, dfv Mediengruppe, 63-82 (Schriften zum Lebensmittelrecht; 36) (English title: Consumer information and the informed consumer between overconfidence and information overload).

V. REVIEWING EXPERIENCE

Conferences

- AMS Annual Conference
- AMS World Marketing Congress
- French-Austrian-German Workshop on Consumer Behavior

VI. TEACHING EXPERIENCE

Level M.Sc.

2018	Seminar in marketing on qualitative research methods
2017-2018/ 2016-2017	Methods of data collection and multivariate data analysis (empirical research seminar)
Since 2016	Thesis mentoring

Level B.Sc.

2019/2018/	Seminar in mar	keting on	various topics	
2016				

2016

2015-2017 Tutorial for "Principles of Marketing"2015 Tutorial for "Strategic Marketing"

Since 2015 Thesis mentoring

Level M.Sc. & B.Sc.

Since 2015 Seminar on academic writing

Since 2017 Thesis Colloquium

VII. FURTHER EXPERIENCES AND ACTIVITIES

Membership in professional organizations

Academy of Marketing Science

Optional course work (Graduate School Bayreuth)

2019

- Partial Least Squares Structural Equation Modeling (PLS-SEM): Advanced Modeling and Model Assessment
- Partial Least Squares Structural Equation Modeling (PLS-SEM)

2018

- Theoretical introduction designing scientific posters
- Managing projects in science and research

2017

- Advanced multivariate data analysis
- Business etiquette
- Visibility of research
- Data analysis with MAXQDA
- English academic writing
- Statistical analysis with SPSS
- Time- and self-management for scientists