

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
- Circular economy from a consumer behavior perspective
- 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.
- 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Conferences (not peer-reviewed)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/
2016 Seminar in marketing on various topics
- 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