

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, Claas Christian Germelmann, and Jannika Ehrenfried (2020), “Men and the Food Leftovers of Attractive Others: A Structured Abstract,” *Proceedings of the 2019 Academy of Marketing Science (AMS) Annual Conference*, Cham: Springer, 259-260.
- 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, 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: Springer, 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 and other presentations (not peer-reviewed)

- Neder, Pablo, Larissa Diekmann, and Claas Christian Germelmann (2019), “Top-Talente für Oberfranken : Gewinnen – Binden – Begeistern”, Presentation of Study Results and Workshop at the University of Bayreuth, https://www.marketing.uni-bayreuth.de/pool/dokumente/2019_Top-Talente-fuer-Oberfranken.pdf (English title: Top talents for Upper Franconia : Win – bind – inspire).
- 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

Book Review

- transfer

VI. TEACHING EXPERIENCE

Level M.Sc.

- | | |
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| 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.

- | | |
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| 2020/2019/
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.

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| 2017-2020 | Thesis Colloquium |
| Since 2015 | Seminar on academic writing |

VII. FURTHER EXPERIENCES AND ACTIVITIES

Service experience

- Since 2016 ▪ Implementation and administration of the management system Campus Online for the Chair of Marketing and Consumer Behavior
- Since 2016 ▪ Planning of courses and seminars for the Chair of Marketing and Consumer Behavior
- Since 2015 ▪ Support of foreign visiting professors in the conception, organization, and implementation of their courses
- Since 2015 ▪ Specialist counseling for the study specialization in Marketing for Bachelor students

Optional course work for advanced training in research (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

Optional course work for further advanced training in teaching (FBZHL)

- 2020 ▪ E-Learning: How can students actively learn with videos from Panopto?
- E-learning: Set up and use Moodle courses as a supplement to classroom teaching (online seminar)
- Live Webinar: Legal aspects of university teaching
- Prüfungsrecht (Right to examine)
- Copyright law: Acting confidently in teaching

L. Diekmann

Bayreuth | 26th of June 2020