

## ACADEMIC CURRICULUM VITAE



### I. RESEARCH INTERESTS

- Food waste and consumer behavior
- Circular economy from a consumer behavior perspective
- Consumer knowledge calibration

### II. EDUCATION

- Since 2016      **Doctoral student**  
University of Bayreuth (Germany)  
Working title dissertation: Consumer-related food waste from a circular food economy perspective
- 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

### III. EMPLOYMENT IN ACADEMIA

- Since            **Research assistant at the Chair of Marketing & Consumer Behavior**  
02/2015        University of Bayreuth (Germany)
- 10/2013-      **Student assistant at the focus area Innovation and Consumer Protection**  
02/2015        University of Bayreuth (Germany)
- 05/2014-      **Student assistant for research projects at the Chair of Marketing & Consumer**  
08/2014 &    **Behavior**  
08/2013 –     University of Bayreuth (Germany)  
10/2013

### IV. PUBLICATIONS

#### Journals (peer-reviewed)

- Diekmann, Larissa, and Claas Christian Germelmann (2021), "Leftover Consumption as a Means of Food Waste Reduction in Public Space? Qualitative Insights from Online Discussions," *Sustainability*, 13 (24), 13564, doi: 10.3390/su132413564.

### **Conferences (peer-reviewed)**

- Diekmann, Larissa (2020), "Can Someone Become Like Someone Else by Eating His or Her Leftovers? Analyzing Perceived Transmission Of Personality Traits Through Leftovers: An Abstract," *Proceedings of the 2019 Academy of Marketing Science (AMS) World Marketing Congress*, Cham: Springer, 103-104.
- 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, 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](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. CONGRESS PARTICIPATION**

- 8th Bavarian CSR Day, Chamber of Industry and Commerce for Upper Franconia, 09/22/2020, Online.
- Cradle-to-Cradle congress 2020, Cradle-to-Cradle e.V., 01/31-02/01/2020, Berlin, Germany.

- Science seminar "Nudging - healthier by nudge?", Competence Center for Nutrition (KErn) & University of Bayreuth, 02/05/2019, Bayreuth, Germany.
- 1st Bavarian Symposium against Food Waste - You are what you eat!, Competence Center for Nutrition & Bavarian State Ministry of Food, Agriculture and Forestry (StMELF), 07/16/2018, Munich, Germany.
- National Conference: "Implementing Sustainable Consumption in Germany," Federal Ministry of the Environment, Nature Conservation and Nuclear Safety (BMU), Federal Ministry of Food and Agriculture (BMEL) & Federal Ministry of Justice and Consumer Protection (BMJV), 03/23/2017, Berlin, Germany.
- BLL Nutrition Conference, German Federation of Food Law and Food Science (BLL), 12/01/2015, Berlin, Germany.

## VI. REVIEWING EXPERIENCE

### Conferences

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

### Book Review

- transfer

## VII. RESEARCH RELATED GRANTS AND FUNDS

2019	Travel grant (602.68 €) Université Franco-Allemande / Deutsch-Französische Hochschule
2019	Travel grant (767.83 €) Equal Opportunities Department of the University of Bayreuth
2017	Student assistant fund (1539.60 €) Equal Opportunities Department of the University of Bayreuth
2016	Travel grant (210.79 €) Foundation of International Management Bayreuth, University of Bayreuth

## VIII. TEACHING EXPERIENCE

Ø 4.1 hrs. teaching responsibilities per week during the semester

### Level B.Sc.

2021	Lecture and tutorials on market research
2020/2019/ 2018/2016	Seminar in marketing on various topics
2015-2017	Tutorial for "Principles of Marketing "

- 2015            Tutorial for "Strategic Marketing"
- Since 2015     Mentoring of 42 bachelor's theses (39 completed; 3 ongoing)
- Since 2016     Mentoring of 4 theses for the additional degree for lawyers (4 completed)
- 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     Mentoring of 18 master's theses (15 completed; 3 ongoing)
- Level M.Sc. & B.Sc.**
- 2017-2020     Thesis colloquium
- Since 2015     Seminar on academic writing

## **IX. FURTHER EXPERIENCES AND TRAINING**

### **Service experience**

- Since 2016     ▪ Implementation and administration of the management system Campus Online at 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: 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: teaching in higher education (FBZHL)**

- 2021 Certificate for Teaching in Higher Education of the Bavarian Universities –  
Specialization Level (168 hours of academic teaching training)  
Seminars attended are listed below:
- 2020-2021 Specialization Level:
- Kick-off seminar: Introduction, basic teaching project
  - Teaching project
  - Teaching advice: Collegial observation
  - Teaching advice: Coaching
  - Introduction to teaching portfolio
  - Creating a teaching portfolio
  - Reflecting on interim results
- 2020-2021 Advanced Level:
- Education for Sustainable Development (ESD) in university teaching – digital basic module
  - Service Learning in Teaching: Learning through Engagement
  - Thinking at the Edge (TAE) - from innovative impulse to conclusive concept
  - Online-Seminar Classroom Assessment Techniques – Teaching with learning level assessment
  - Constructive conversation techniques
  - Group work during video conferences
  - Humor in the Classroom
- 2020 Basic Level:
- Live-Webinar using motivational psychology in higher education
  - Online course: Competence-oriented learning objectives in university teaching
  - Finding your own teaching style
  - Examination Rights and Legal Policies
  - Legal aspects of university teaching
  - Intellectual Property Rights Assured Teaching
  - E-Learning: How can students learn actively with videos from panopto?
  - E-Learning for Beginners: Creating and Employing Moodle Courses as a Supplement to Classroom Instructions (online seminar)