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 (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 (accepted).
- 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 (accepted).
- 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Conferences (not peer-reviewed)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

- Academy of Marketing Science Annual Conference
- Academy of Marketing Science World Marketing Congress

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.

2015-2019   Seminar on academic writing

2017-2019   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)

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

Mentoring of younger doctoral students