

## Johanna Held

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## CURRICULUM VITAE

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### RESEARCH INTEREST

- Consumer deception
- Food well-being
- Media usage behaviour in a food context
- Depiction of food in media and advertising

### EDUCATION

Since 2012	PhD student in Marketing at University of Bayreuth
June 2015	Participant of the Summer School in Empirical Research Methods (SSERM) in St. Gallen
June-August 2014	Participant in the ICPRS Summer Program in “Quantitative Methods of Social Research” at University of Michigan, Ann Arbor
May 2014	Participant in the EDEN Doctoral Seminar on Qualitative Business Research
2012	Master degree in <b>Media Management</b> , Johannes Gutenberg University Mainz, major in empirical methods
2010	Bachelor degree at University of Bayreuth in <b>Business Administration</b> , major in human resource management and service management

### EMPLOYMENT

Since 2015	Doctoral scholarship by the “Foundation of German Business” ( <i>sdw</i> )
Since 2015	Part time research assistant at the Chair of Marketing, University of Bayreuth
2012-2014	Full time research assistant at the Chair of Marketing, University of Bayreuth
2013-2014	Research Assistant in an externally funded project with the Bavarian Competence Centre for Nutrition ( <b>Kern, Kompetenzzentrum für Ernährung Bayern</b> )

**OWN TEACHING EXPERIENCE**

Courses taught at the University of Bayreuth (amount of teaching responsibilities: 3.75 hrs. per week during the semester)

Level	Courses	Year
BSc.	<ul style="list-style-type: none"><li>• Tutorial “Principles of Marketing”</li><li>• Tutorial “Strategic Marketing”</li><li>• Seminar current aspects of marketing instruments and tactics</li><li>• Seminar innovation, growth and market orientation</li><li>• Case Study in Marketing</li><li>• Seminar on academic writing</li><li>• Mentoring of 21 bachelor theses</li></ul>	2012/ 2014 2012 2012 2013 2012/ 2013 2012/ 2013/ 2014 ongoing
MSc.	<ul style="list-style-type: none"><li>• Seminar current research in marketing communication</li><li>• Seminar in qualitative research methods</li><li>• Seminar “Misleading consumers by the use of hidden promotion” (empirical)</li><li>• Methods of data collection and multivariate data analysis (one year course)</li><li>• Mentoring of 12 master theses</li></ul>	2013 2014 2015 2013/14 ongoing

**SERVICE TO THE UNIVERSITY/COMMUNITY**

a) Memberships, including offices held and dates

- **Senate** of the University of Bayreuth, elected representative for the academic mid-level faculty members
- **Faculty council** for business and law at University of Bayreuth, women’s representative
- **Women’s representative** of the faculty of business and law
- Association for Consumer Research, member (2014-)
- American Marketing Association, member (2014-)

b) Conference participation

- Winter AMA 2104, paper presentation
- French-Austrian-German workshop on consumer behavior 2014-15, paper presentation in 2014, team of reviewers 2014 and 2015
- Annual meeting of the consumer behaviour researchers in Germany (*Jahrestreffen der Forschungsgruppe Konsum& Verhalten*), presentation in 2014
- Association for Consumer Research 2014, paper presentation

c) Consulting

- Development of a map of food images communicated to children (age 6-12) in the media, Bavarian Competence Centre for Nutrition (*Kern, Kompetenzzentrum für Ernährung Bayern*)
- Report on the regulation concerning data protection and copy right law in the digital world, Consumer Protectionist Association (*Verbraucherschutzzentrale*) (2015)

**PUBLICATIONS**


a) Journals (peer-reviewed)

- 1) **Held, Johanna** and Claas C. Germelmann (2014): Deceived or not deceived? How food consumers perceive deception,” *Advances in Consumer Research*, 42, p. 273-303

b) Conferences (peer-reviewed)

- 1) Held, Johanna and Claas C. Germelmann (2014): Digesting food information: a focus group-based typology on the ways in which consumers process food information, Vol. 25, *Winter Marketing Educators´ Conference Proceedings - Engaging Customers*, ed. Hunter, Gary, and Steenburgh, Tom, S., 2014, S. C11 - C15.
- 2) Held, Johanna and Claas C. Germelmann (2014): Making responsible and self-determined nutritional choices as a dimension of consumer´s food literacy, *French-Austrian-German Workshop on Consumer Behaviour*, Paris 2014.

c) Further publications

- 1) Mühlbeyer, Johanna and Johanna Held (2014): Untersuchung des Attitude-Behavior-Gaps im Bio-Produkt Segment, *Wirtschaftswissenschaftliche Diskussionspapiere der Universität Bayreuth*, Band 04-14, Bayreuth 2014.  (English title: Investigating the attitude behavior gap in the organic food sector, working paper)
- 2) Germelmann, Claas C. and Johanna Held (2013): Lebensmittel zwischen Illusion und Wirklichkeit, in: Leible, Stefan (Hrsg.), *Schriften zum Lebensmittelrecht*, Band 30, 2013, S. 53 - 65. (English title: Food between illusion and reality)

**OTHER QUALIFICATIONS**

Languages	<b>German</b>	native
	<b>English</b>	fluently spoken and written
	<b>French</b>	fluently spoken and written
	<b>Spanish</b>	basic knowledge
IT		MS Office Word/Excel/PowerPoint (good knowledge)
		IBM SPSS (good knowledge)
		STATA (good knowledge)
		R (basic knowledge)
		MAXQDA (good knowledge)
		AMOS and PLS (basic knowledge)