ACADEMIC CURRICULUM VITAE

I.   RESEARCH INTERESTS

- Food waste and consumer behavior
- Circular economy from a consumer behavior perspective

II.   EDUCATION

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

02/2015-02/2022	**Research assistant at the Chair of Marketing & Consumer Behavior** University of Bayreuth (Germany)
10/2013-02/2015	**Student assistant at the focus area Innovation and Consumer Protection** University of Bayreuth (Germany)
05/2014-08/2014 & 08/2013 – 10/2013	**Student assistant for research projects at the Chair of Marketing & Consumer Behavior** University of Bayreuth (Germany)

IV. PUBLICATIONS

Journals (peer-reviewed)

- Diekmann, Larissa, and Claas Christian Germelmann (2023), "Circular food economy: A new perspective on food waste," *Projectics / Proyéctica / Projectique*, 1 (34), 69-85, https://doi.org/10.3917/proj.034.0069.
- 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)

- Merkl, Lisa-Marie, Larissa Diekmann, and Claas Christian Germelmann (2022), "Do green traffic-light labels signal healthy, tasty, and filling? How traffic-light labels impact food

perception and food choice in self-service canteens," EMAC Annual Conference 2022, 24.-27. Mai 2022, Budapest, Ungarn.

- Diekmann, Larissa (2022), "Ein digitales Inverted Classroom Modell zur Berücksichtigung von Chancen und Herausforderungen digitaler Lehre: Ein Praxisbeispiel," *„Inverted Classroom and beyond" meets Tag der Lehre*, 2/22/2022 – 2/23/2022, poster presentation, online (English title: A Digital Inverted Classroom Model to Address Opportunities and Challenges of Digital Teaching: A Practical Example).
- 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 (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 41 bachelor's theses
Since 2016	Mentoring of 4 theses for the additional degree for lawyers

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

Level M.Sc. & B.Sc.

2017-2020	Thesis colloquium
Since 2015	Seminar on academic writing

IX. FURTHER EXPERIENCES AND TRAINING

Service experience

2016-2022	▪ Implementation and administration of the management system Campus Online at the Chair of Marketing and Consumer Behavior
2016-2022	▪ Planning of courses and seminars for the Chair of Marketing and Consumer Behavior
2015-2022	▪ Support of foreign visiting professors in the conception, organization, and implementation of their courses
2015-2022	▪ 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)