

## M.Sc. Claudia Symmank

### Curriculum Vitae

Kiel University  
Department of Marketing  
Institute of Business Administration  
Olshausenstr. 40  
24098 Kiel  
Germany

phone: +49 (0) 351/463-32754  
fax: +49 (0) 351/463-37126  
e-mail: claudia.symmank@tu-dresden.de



### Academic positions

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since 04/2014	<b>Kiel University</b> PhD student (external) in the DEDIPAC-Project - The JPI HDHL Knowledge Hub (BMBF)
since 04/2014	<b>Technical University of Dresden</b> Research Associate at the Chair of Food Engineering in the COSUS-Project - Consumers in a Sustainable Food Supply Chain (BMEL)
08/2013 – 12/2014	<b>Technical University of Dresden</b> Project Coordinator of the Research Group InnoTech4Health (ESF) at the Chair of Entrepreneurship und Innovation
02/2013 – 03/2014	<b>Technical University of Dresden</b> Research Associate at the Department of Marketing and Project Coordinator in the Nutrition Research-Funding program “Innovative strategies to overcome implicit product-based and personality-based obstacles to consume healthy food” (BMBF)

### Qualifications

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10/2010 – 11/2012	<b>Technical University of Dresden</b> Studies (Master of Science) Business administration with Major in Marketing Research, Intercultural Marketing and Strategic Management Master thesis at the Department of Marketing
10/2007 – 10/2010	<b>Technical University of Dresden</b> Studies (Bachelor of Science) Business administration with Major in Marketing, Product and Innovation Management Bachelor thesis at the Chair of Entrepreneurship and Innovation

## Further work experience

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since 11/2013	<b>APOLLON Hochschule der Gesundheitswirtschaft GmbH</b> Tutor in Prevention- and Health Management, and Motivation Management
10/2011 – 01/2013	<b>Orizon GmbH</b> Customer and Applicant Management (Student assistant)
03/2010 – 04/2010	<b>Volksbank Bautzen eG</b> Sales and Public Relations (Intern)
09/2006 – 09/2007	<b>Municipality of Kamenz</b> City Marketing, Public Relations, Tourism and Event Management

## Teaching

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Seminars	Consumer behavior Health marketing Applied statistics in the food industry Data collection in marketing research and analyzing methods Case studies in cross-cultural marketing Basics in intercultural marketing Project seminar on sharing Food science
Distance learning	Prevention- and Health Management Motivation Management

## Research Focus

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Health Marketing  
Consumer Behavior  
Health Psychology  
Food Engineering

## Publications

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Journals	<b>Symmank, C., Mai, R., Hoffmann, S., Stok, F. M., Renner, B., Lien, N., Rohm, H. (2017).</b> Predictors of food decision making: A systematic interdisciplinary mapping (SIM) review. <i>Appetite</i> , 110, 25-35.
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**Mai, R., Symmank, C., Seeberg-Elverfeldt, B. (2016).** Light and pale colors in food packaging: When does this package cue signal superior healthiness or inferior tastiness?. *Journal of Retailing*, 92 (4), 426-444.

**Raak, N., Symmank, C., Zahn, S., Aschemann-Witzel, J., Rohm, H. (2016).** Processing- and product-related causes for food waste. *Waste Management*.

**Böhme, B., Symmank, C., Rohm, H. (2016).** Physical properties and sensory analysis of chocolate made with lecithin of different origin. *European Journal of Lipid Science and Technology*, 118 (12), 1839-1845.

**Symmank, C., Krause, J., & Gurtner, S. (2015).** Stakeholder variety in healthcare and their integration in the medical device development process. In S. Gurtner, K. Soye (Eds.), *Challenges and Opportunities in Health Care Management*. Wiesbaden: Springer International Publishing, 247-258.

#### Conferences

**Symmank, C., Hoffmann, S., Mai, R., Stok, F. M., Renner, B., Rohm, H. (2017).** Psychological determinants of food decision making: A systematic literature review, 6th Annual Conference of the Association for Researchers in Psychology and Health (ARPH), February 2nd-3rd 2017, Leiden, The Netherlands.

**Symmank, C., Helmert, J. R., Rohm, H. (2016).** Angeschaut und eingekauft? Wie Produktlabels die Aufmerksamkeit auf visuell suboptimale Lebensmittel lenken, GDL-Kongress Lebensmitteltechnologie 2016, October 20th-22nd 2016, Lemgo, Germany.

**Jähn, F., Symmank, C., Zahn, S., Rohm, H. (2016).** Erwartung und sensorische Wahrnehmung von Konsumenten gegenüber suboptimalen Lebensmitteln am Beispiel von Bananen, DLG-Lebensmitteltag Sensorik, September 29th 2016, Kronberg, Germany.

**Helmert, J. R., Symmank, C., Rohm, H. (2016).** Visual attention on suboptimal food: An eye tracking study, 7th European Conference on Sensory and Consumer Research (Eurosense), September 11th-14th 2016, Dijon, France.

**Raak, N., Symmank, C., Zahn, S., Aschemann-Witzel, J., Rohm, H. (2016).** Food losses in the German food industry: Insights from expert interviews, 4th International ISEKI Food Conference (European Association for Integrating Food Science and Engineering Knowledge into the Food Chain), July 6th-8th 2016, Vienna, Austria.

**Symmank, C., Mai, R., Hoffmann, S., Stok, F. M., Renner, B., Lien, N., Brug, J., Rohm, H. (2016).** Food decision making: A systematic interdisciplinary mapping review, 15th Annual Meeting of

the International Society of Behavioral Nutrition and Physical Activity (ISBNPA), June 8th-11th 2016, Cape Town, South Africa.

**Symmank, C., Mai, R., Hoffmann, S., Stok, F. M., Rohm, H. (2016).** Product characteristics and consumer's food decision making: A network analysis of the marketing and business literature, 45th Annual Conference of the European Marketing Academy (EMAC), May 24th-27th 2016, Oslo, Norway.

**Symmank, C., Zahn, S., Jähn, F., Rohm, H. (2016).** Consumer expectation and perception of suboptimal foods: The case of bananas, 4th Nordic Conference on Consumer Research (NCCR), May 18th-19th 2016, Aarhus, Denmark.

**Symmank, C., Mai, R. (2013).** The influence of packaging color on food taste inferences and healthiness: How isolated approaches lead to false conclusions, 42nd Annual Conference of the European Marketing Academy (EMAC), June 4th-7th 2013, Istanbul, Turkey.