

# CURRICULUM VITAE

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## Sybilla Merian



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## ACADEMIC POSITIONS / PROFESSIONAL EXPERIENCE

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02.2026 – today	Assistant Professor in Strategic Management, University of Lucerne
09.2024 – 12.2025	Postdoctoral researcher, University of Zurich, Chair of Marketing
08.2024 – 02.2026	Lecturer, University of Applied Science and Arts Northwestern Switzerland (FHNW)
07.2019 – 09.2024	Research and Teaching Assistant, University of Zurich, Chair of Marketing

## EDUCATION

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08.2024 – today	Certificate of Advanced Studies in Higher Education, University of Zurich
07.2019-09.2024	Ph.D. in Business Administration/Marketing, University of Zurich, Supervisor: Prof. Dr. Martin Natter
08.2016-08.2019	Master of Arts in Economics, University of Zurich
08.2013-08.2016	Bachelor of Arts in Economics, University of Zurich

## PUBLICATIONS

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- **Merian, S.**, O'Sullivan, K., Stöckli, S., Beretta, C., Müller, N., Tiefenbeck, V., Fleisch, E., & Natter, M. (2024). A field experiment to assess barriers to accurate household food waste measurements. *Resources, Conservation and Recycling*, 206, 107644, <https://doi.org/10.1016/j.resconrec.2024.107644>.
- **Merian, S.**, Stöckli, S., Fuchs, K. L., & Natter, M. (2022). Buy Three to waste one? How real-world purchase data predict groups of food wasters. *Sustainability*, 14(16), 10183, <https://doi.org/10.3390/su141610183>.
- Pilz, S., Wu, J., **Merian, S.**, Mayer, S., & Fuchs, K. (2022). BetterPlanet: Sustainability feedback from digital receipts. *International Conference on Advances in Mobile Computing and Multimedia Intelligence* (pp. 102-107). Cham: Springer, Nature Switzerland, doi.org/10.1007/978-3-031-20436-4\_10.

## CONFERENCES

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- European Marketing Academy Conference: 2021, 2022, 2023, 2024, 2025
- Doctoral Colloquium of the European Marketing Academy Conference: 2021
- Association of Consumer Research Conference: 2020, 2024
- Theory and Practice in Marketing: 2024
- Swiss Academy of Marketing Science Conference: 2022, 2023, 2024, 2025

## Working Papers and Research in Progress:

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- **Merian, S.**, Bachmann, P., Meins, E., & Natter, M. (n. D.). The Neglected Role of Self-Selection in Usage-Based Automotive Insurance Feedback Systems - Causal Inference-Based Evidence for the Need of Individual Targeting.
- Giuffredi-Kährl, A., **Merian, S.**, Pimper, M., Blas-Riesgo, S., Tanase, R., & Natter, M. (n. D.). Impact of Displaying Historical Return Rates on Consumer Behavior.
- Kastner M., Stangl, B., **Merian, S.**, Natter, M. (n. D.). The Food-Discount Dilemma Revisited: How Pay-What-You-Want Eliminates the Negative Quality Signal of Large Food Discounts.
- Giuffredi-Kährl, A., Stöckli, S., Pimper, M., **Merian, S.**, & Natter, M. (n. D.). SCP Large-Scale Field Experiments on Sustainability.
- **Merian, S.**, \*Stöckli, S., Wanner, S., Stucki, M., & Chaudhary, A. (2024, June 25). Advancing Biodiversity Footprinting for Food-Related Behavior Change. [https://doi.org/10.31219/osf.io/zpvq4\\$](https://doi.org/10.31219/osf.io/zpvq4$)  
\*combined first authorship

- Stöckli, S., \*Merian, S., Holenweger, G., Nielsen, K. S., & Natter, M. (2024, June 27). Public perceptions of food's biodiversity footprints. <https://doi.org/10.31219/osf.io/2w4tc>  
\*combined first authorship

## TEACHING ACTIVITIES

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- Introduction to Strategic Management, 2026, Bachelor
- Consumer Behavior, 2024 and 2025, Bachelor, 48 students
- Tutorial Introduction to Marketing, 2019-today, Bachelor, between 50 and 250 students
- Retail Marketing Lecture, Introduction to recommender systems, 2020-2023, Master, between 30 and 50 students
- Retail Marketing Seminar, 2019 and 2023, Master, ~20 students

## SUPERVISION OF SCIENTIFIC PROJECTS

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- Supervision of 41 Research-oriented Master's and Bachelor's theses (2019–today)  
Subject areas: Effective feedback mechanisms, measurement of food waste, in-store nudging, reduction of product returns, strategies for bridging the chasm.
- Supervision of 5 Master's and Bachelor's Theses in collaboration with industry partners (2019–today)  
Subject areas: Marketing strategy for an orchestra, drivers of product success in the automotive industry, machine learning for improving job-matching algorithms, food waste in canteens, customer lifetime value

## PUBLIC OUTREACH

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- Presentation as a part a workshop on AI with managers from the Market Management Team from Die Mobiliar, September 2024, Zurich
- Lebensmittelverschwendungen reduzieren: Innovative Perspektiven aus Österreich und der Schweiz: Panel discussion on the topic of food waste, organized by the Vienna University of Economics and Business and the Swiss Embassy in Austria, September 2023, Vienna

## GRANTS

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- Digital Society Initiative, University of Zurich (2023): *PhD Fund Ad Personam*, CHF 4,000.
- Swiss National Science Foundation (SNF) (2021–2024): "*ShopHero – Digital Receipt-Based Sustainability and Food Waste Monitoring and Interventions*", Principal Investigator: Prof. Dr. Martin Natter, Total Funding: CHF 760,479  
Contributions: I played a significant role in the writing and conceptualization of the proposal, establishing partnerships and securing support, and managing the entire proposal submission process.
- SNF, National Research Program 82 Preparatory Phase (2024): *BioPrint: Fostering Biodiversity Footprint Management Along Value Chains*", Principal Investigator: Matthias Stucki, Total Funding: CHF 709'068 and CHF 19'400 (first-stage proposal)  
Contributions: I significantly contributed to the proposal's writing and conceptualization.
- Graduate School of Business, University of Zurich (2022, 2024, 2025): *Travel Grants*, CHF 2,500.

## AWARDS

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Swiss Academy of Marketing Science Conference 2023: Best doctoral presentation