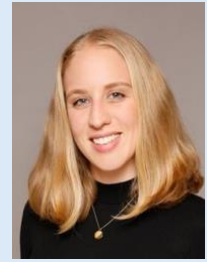


Daniela Emilia Moirano

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RESEARCH INTERESTS

Consumer behavior and sustainable consumption: the psychological and contextual drivers of environmentally responsible and reduced consumption; Sustainable and healthy diets & alternative proteins.

Methods: survey and experimental research designs (Qualtrics, Sawtooth), structural equation modeling (Mplus), applied choice analysis, online and lab experiments (R, SPSS, Stata).

PUBLICATIONS

Peer-reviewed journal articles

Moirano, D. & Koenigstorfer, J. (2025). Explaining the adoption of sustainable diets and healthy diets among German consumers via an extended comprehensive action determination model. *Food Quality and Preference*, 129, 105526. <https://doi.org/10.1016/j.foodqual.2025.105526>

Journal articles under review

Moirano, D. & Koenigstorfer, J. (under review). The role of green values for consumers' tendency to reduce consumption after upward social comparison. *Journal of Consumer Behavior*.

Knauß, J., Bidler, M., **Moirano, D.** & Ullrich, S. (under review). When personal data serves the common good: Understanding consumer data disclosure for pro-environmental business models. *Business Strategy and the Environment*.

Conference proceedings

Moirano, D. & Koenigstorfer, J. (2024). Feeding change: Explaining the adoption of sustainable healthy diets. *Proceedings of the International Food Marketing Research Symposium*, Tromsø, Norway.

CONFERENCE PRESENTATIONS

- | | |
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| Sep 2024 | Jahrestagung Konsum & Verhalten · Alpen-Adria-Universität Klagenfurt, Austria
“Sustainable Food Choices: The Power of Social Norms” [talk] |
| Jun 2024 | International Food Marketing Research Symposium · UiT – The Arctic University of Norway, Tromsø
“Feeding Change: Explaining the Adoption of Sustainable Healthy Diets” [talk] |
| Jun 2024 | Workshop on Green Choice and Sustainable Consumption · Universität Innsbruck, Austria
“Feeding Change: Explaining the Adoption of Sustainable Healthy Diets” [talk] |
| Sep 2023 | Jahrestagung Konsum & Verhalten · Humboldt-Universität zu Berlin, Germany
“Sustainable Healthy Diets in Germany: Application of the CADM” [talk] |

OUTREACH & SCIENCE COMMUNICATION

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| May 2025 | Soapbox Science Munich · public science communication event · The Taste of Influence: Norms and Sustainable Eating Behavior |
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RESEARCH VISIT

Jan – May 2026 **Visiting PhD Student** · Low Harm Hedonism Initiative, The University of Queensland, Brisbane, Australia

Host: Prof. Sara Dolnicar, Dr. David Fechner · Funding: Exchange@UQ Grant, Internationalization fund from TUM School of Management

TEACHING & SUPERVISION

Courses taught — *TUM School of Management & TUM School of Medicine and Health*

WS 2026/27, WS 2025/26, SS 2024, WS 2023/24 Sponsorship-linked Marketing (4 SWS)
[Co-instructor · BSc · English · approx. 300 students]

WS 2025/26, WS 2023/24 Consumer Behavior in Health Care (3 SWS)
[Course instructor · BSc · English · approx. 30 students]

SS 2024 Internship Seminar (2 SWS)
[Course instructor · BSc · English · approx. 30 students]

Supervision

Supervised 4 Bachelor's theses, 6 Master's theses and 4 Project Studies since 2023.

ACADEMIC SERVICE & ENGAGEMENT

since Aug 2024 Member of the Expert Circle · Nutrition Hub

2019 – 2022 International Tutor · Technical University of Munich

EDUCATION

since Sep 2023 **Doctoral Candidate (Dr. rer. pol.)** · Chair of Sport and Health Management, TUM

Supervisor: Prof. Dr. Jörg Koenigstorfer. Dissertation with the title “Explaining the Adoption of Sustainable Consumption Practices”, comprising three empirical studies (sustainable and healthy diets, blended meat products, gift-giving).

Doctoral coursework:

- Advanced Topics and Experimental Methods in Consumer Research
VHB ProDok, Prof. Kristina Klein (University of Bremen)
- Experimental Research Design and Analysis
GSERM Winter School, Prof. Femke van Horen (VU Amsterdam)
- Applied Choice Analysis
Prof. Jutta Roosen (TUM)
- Mastering the Review Process: Writing and Responding to Peer Reviews
Prof. Jens Förderer (TUM)
- Introduction to Experimental Economics
Prof. Andreas Ostermaier (Zeppelin University)
- Psychological Theories
Dr. Martin Fladerer (TUM)

2019 – 2022 **M.Sc. Management** · Technical University of Munich [final grade 1.6]

Thesis [1.0]: “Plant-based, Insect-based, or Cultured Meat? The Acceptance of Alternative Proteins in the Bavarian Population.”

2016 – 2019 **B.Sc. Health Sciences** · Technical University of Munich [final grade 2.0]
 Thesis [1.3]: “How Much Physical Activity Do Children and Adolescents Engage In? A Comparison of Children with Congenital Heart Disease and Healthy Peers Using Wrist-Worn Wearables.”
 Exchange semester (2018/19): B.Sc. Physical Activity and Sport Sciences · Universidad Católica de Valencia, Spain

PROFESSIONAL EXPERIENCE

since Apr 2023 **Research Associate** · Chair of Sport and Health Management, TUM
 Design and execution of empirical studies, data analysis, publication and conference work; contribution to an EU-funded research project; course delivery and supervision of theses and project studies.

2022 – 2023 **Junior Consultant, Consumer Panel** · GfK (now NielsenIQ)
 Advised FMCG and food-retail clients on Fresh Food categories across European markets; translated panel data into client presentations and operational recommendations. Working student in the same team, Mar – Sep 2022.

2021 **Working Student, PR & Marketing** · TeleClinic
 Editorial planning, LinkedIn content and executive personal branding

2020 **Working Student, HR Systems & Processes** · Webasto Roof & Components SE
 Global HR process design, intranet rollout and e-learning

2020 **Marketing Intern, “Work Environment and Health”** · BMW AG
 Communication tools and campaign implementation

2019 – 2020 **Working Student, Healthcare Management** · Allianz Private Health Insurance
 Project conception and evaluation, market research, innovation workshops

2019 **Student Assistant** · Chair of Sport and Health Management, TUM
 Research support and experimental laboratory operations

ADDITIONAL QUALIFICATIONS

2020 – 2024 Certified Nutritionist · Impulse e.V.

2019 Fitness Trainer, B license · Technical University of Munich

SKILLS & LANGUAGES

Statistics	R, Mplus, IBM SPSS, Stata, MAXQDA
Methods	Structural equation modeling, experimental design, applied choice analysis, survey development
Other software	MS Office (Word, Excel, PowerPoint), Qualtrics, Sawtooth, Adobe Photoshop, Premiere Pro
Languages	German (native) · English (C1) · French (B2) · Spanish (B2) · Portuguese (A2) · Swedish (A2) · Latin (Großes Latein)