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Hamburg Institute for
Marketing**

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Notes on the preparation of academic papers at the Institute of Marketing

Status: September 2020

1. Timing of the work

You have the following deadlines for processing your work:

- Bachelor theses 9 weeks
- Master theses 6 months
- Seminar papers see seminar description

<u>At the beginning of the processing time:</u>

So that you do not get under time pressure, it is advisable to set up a timetable for the processing of your work early on. Set yourself milestones!

At the beginning, you should be clear about the objectives of the work: What do you want to achieve in the paper? Based on this, you should promptly think about the structure of your work so that you can work in a structured way from the beginning.

The writing of the paper should not be postponed for too long. Often you only notice what is still unclear in terms of content when you are formulating it. However, this should not lead to "already writing something", although you don't even know what you want yet.

Please discuss both the objectives and the outline with your supervisor in a personal consultation.

At the end of the processing time:

The time required for the final "technical things" such as formatting, creating illustrations, proofreading, copying etc. should not be underestimated. Experience has shown that you should plan a time window of at least 2 - 3 days for this at the end.

Computer problems (crashes, destroyed data media, etc.) are not recognised as a reason for extension. So take the necessary measures and back up your data (regularly and every day)!

2. Literature search and evaluation

There are various possibilities for searching the literature. Please note that not all the search strategies mentioned below are relevant for every topic.

Please note that not all sources are of equal quality, which affects their citability. It is important that you critically examine the quality of sources. Below you will find tips that you can use to assess the quality of sources:

- Start your research by looking through **scientific journals**. Please note that the variety of scientific journals sometimes differs greatly in quality. You can determine the quality of scientific journals by using the Jourqual Ranking of the Association of University Teachers of Business Administration (VHB Ranking) (from $^{A+}$ - D).
  You should definitely include the top global journals in the field of marketing in your literature search:

  - Journal of Marketing Research ($^{A+}$)
  - Journal of Marketing ($^{A+}$)
  - Journal of Consumer Research ($^{A+}$)
  - Marketing Science ($^{A+}$)
  - International Journal of Research in Marketing (A)
  - Journal of the Academy of Marketing Science (A)
  - Journal of Retailing (A)
  - Journal of Service Research (A)
  - Journal of Product Innovation Management (A)
  - Journal of Consumer Psychology (A)

  In addition, you can find information for your work in the established German scientific journals:

  - Journal of Business Administration (B)

- Journal of Business Research (B)
- Business Administration (C)

Depending on the topic, other scientific journals may be relevant for your work.

You can access the most important scientific journals via the EZB of the State and University Library.

As a rule, preference should be given to journals that are rated at least (B) in the VHB Jourqual Ranking. Another indicator for the scientific quality of a journal is the impact factor.

Further information on the ranking of scientific journals can be found on the VHB homepage.

Once you have identified relevant articles from scientific journals, you should also search the bibliographies of the articles for other relevant sources (cross-references).

- It is then advisable to include **monographs** on your topic in the research. Monographs are usually dedicated to a specific topic. Use the various catalogues of the State and University Library for your research. Please also be sure to critically examine the quality of monographs: In contrast to scientific journals, the contents of monographs are not quality-checked by default. Therefore, you should critically reflect on the content on a regular basis.

- **Working papers** are preliminary versions of scientific journals and often provide a good overview of current research trends. Many working papers can be found on the homepages of authors. Please note that working papers do not undergo the same quality assurance process as scientific journals. Therefore, working papers are generally citable, but you should critically reflect on the content.

- **Wikipedia**, many **websites** (e.g. Duden Online Spelling etc.) as well as **lecture notes** are not citable. Exceptions to this are, of course, websites of companies about which you want to include information in your work. If you find information in fact databases (e.g. Statista), be sure to refer to the primary source.

The **introductory literature** issued by the chair is intended to facilitate your first introduction to the subject. Nothing more! It is not necessarily central to the topic you are working on.

We want to learn something ourselves about many of the topics on which seminar papers and theses are assigned. So also reflect critically on the introductory literature.

Basic rule: Do not **trust any source without critically questioning the contents**! Sources are not to be accepted uncritically, but evaluated. Even experts can be wrong from time to time.

Through the State and University Library you have access to many catalogues where you can search for sources using suitable keywords.

In addition, the subject information page on economics lists many links to help you systematically search for the relevant literature.

In addition, the following literature search options are particularly useful:

- For keyword searches, the Web of Science is recommended as a metasearch engine or the EBSCO database.
- Keyword catalogues such as GVK and ECONIS (ZBW) contain the total holdings of the northern German libraries.
- On the homepages of important authors you can search for previous versions of published or not yet published articles ('working papers').
- Obtaining particularly important but difficult-to-obtain articles via interlibrary loan or subito (not expected for seminar papers).

The quality of your literature work is **not (!)** judged by how many sources you cite, but by whether you use the **sources relevant to** your topic. The rule here is:

Quality before quantity!

Tip 1: Preparing an **outline** at an early **stage helps you to focus** your literature search. You will not easily digress into the many other fields that are also interesting, but still only marginally related to your own topic. When selecting the relevant literature, you should definitely consider the objectives of the thesis. In addition, you notice for which bullet points there is still literature to be found.

Tip 2: You should first check the **relevance of sources** (introduction, figures and tables, summary). It is advisable to photocopy or save only relevant sources for later use. This way you can ensure that you keep track of your sources.

Tip 3: Look out for announcements in the seminar description. We offer regular **literature search workshops in** cooperation with the Economics Library!

3. Content of the work

The content of your paper depends primarily on your topic. Therefore, here are just a few general tips.

3.1 Structure

You should consider the following points when structuring your work:

- In principle, you should be guided by the objectives of the thesis when creating the outline: State the objectives in the introduction, answer the central questions in the main body and summarise the central findings of the thesis concisely in the conclusion.
- The **outline** should be **balanced**. The length of a section should roughly reflect the relevance of the content covered to the achievement of the objectives.
- Items that are on the same level in the outline should also have the same factual rank and be based on a **common overarching problem.**
- Formulate **chapter headings in** such a way that they are as meaningful as possible. It should be possible to recognise the "red thread" from the structure of your work.
- The **outline** should **not** be **too extensive.** As a rule, it becomes confusing if there are more than three levels of outline.
- The structure is clearest with Arabic numbering (1, 1.1, 1.1.1, ...).
- If a **new outline level** is introduced, it must contain at least two subchapters. Example: No 3.1.1 if no 3.1.2 follows.
- If possible, create the outline or table of contents using the **index functions of** your word processing programme. Headings and page numbers in the text must correspond exactly with the information in the outline.

Digressions are to be avoided. They are suitable for textbooks. In scientific papers, on the other hand, they give the impression that the aspect dealt with could not be placed in the outline and is therefore not related to the objectives of your paper. If an aspect does not fit into the outline, the outline is probably unsuitable, or the aspect is so unimportant that you can do without it.

Tip 1: It often happens that papers contain irrelevant aspects. For each section, ask yourself whether the content presented contributes to the solution of the problem formulated at the beginning.

Tip 2: Make sure you structure your work in a way that makes sense in terms of content. This is the only way to lay the foundation for successful editing of your work. Three things you can do to distinguish yourself: **Structure**, **structure and structure** again!

3.2 Problem definition

The **introduction** must include the following points:

- Introduction to the topic
- Why is the topic important? (Relevance)
- What is the problem? (Definition, delimitation)
- Why is it not trivial?
- What do you want to contribute to the solution of the problem? (Aim of the work)
- Structure of the work

At the beginning of your introduction or problem statement, you should provide the reader with an interesting introduction to **the topic of** your work. Describe the field of content in which your work is situated. As a rule, it is of little use to present historical developments in the problem statement. Rather, you should elaborate the **relevance of your topic in** the problem statement. This will arouse the reader's interest in dealing with your work.

Definitions should clarify what is being talked about. Definitions should be selected according to whether they are appropriate for the topic at hand. You should use common definitions where they exist. As a rule, it is of little use to list or discuss different variants used in the literature. Select definitions that are suitable for you and apply them consistently throughout the rest of the paper. **Important subject-specific terms** need to be explained. Definitions are often necessary, especially for measures of success.

A central aspect in your problem statement or introduction should be the **goals of your work.** Clearly state what you want to achieve in your work. State your objectives explicitly so that the reader can judge exactly what you want to achieve with your work. Experience has shown that you can work well with **up to 3 objectives.**

Afterwards, it is a good idea to describe the **structure of your work** concisely so that the reader can assess exactly what to expect.

The problem statement should **not anticipate any results of the work**.

It is advisable to **formulate the problem**, especially the goal of the work, **first.** Only in this way is it possible to work in a goal-oriented way.

3.3 General notes on answering the question

The following applies to all work:

- Make **figures** and **tables as** often as possible, as they are a good structuring aid. Figures and tables are an essential aid for the reader of your work. In addition, the presentation of interrelationships in figures and tables makes it much easier to deal with the content of the subject matter in the text. Some figures and tables will only be of help to you in preparing the paper, but will not be included in the paper itself.

- **Classifications** are suitable for a structured presentation of available **methods**, **models** and **studies**. A classification should give a complete overview of the available or known methods, models or studies. If only selected methods, models or studies are dealt with in the further work, the others should be referred to at least briefly. It should be made clear why the methods, models or studies considered were selected and not others. As a general rule: Justify your selection according to content-related criteria.

- If different methods, models and studies are to be assessed, it is advisable to develop assessment **criteria in** advance. Attention: When assessing the methods later on, these - and only these - criteria should be used as a basis.

- If a large number of empirical studies are available, it is often (not always) of little use to present selected studies in detail. It is often more interesting to have an **overview of the results of different studies**. Tables in which you can compare different studies and their results are particularly useful here!

- If different empirical studies are to be presented, it is particularly important to work out the extent to which the results **contradict each other**. In the context of a synthesis, work out why the different studies complement or contradict each other:
  If the results contradict each other, it **is** necessary to investigate **what explains these differences**. In this case, one of the things to look at is the way the studies were conducted. The question is not a general critique of different approaches. Rather, it should be analysed to what extent the individual studies differ in their methodology and whether these differences can explain the divergence of the results.

If you conduct your own empirical survey or analyse data in your work, you should also note the following:

- **Hypotheses**, experiences of practitioners, theoretical considerations or plausible knowledge are to be distinguished from **empirical results.**

- If your results contradict the previously established hypotheses, they are
  to look for **substantive explanations.**

- **Statements should be as precise as possible.** It is extremely clumsy to speak only of to speak of "relevant" data, sources or influencing factors. Never vaguely mention "the studies". As soon as empirical studies are involved, they should be mentioned (at least in a footnote).

- **Undifferentiated judgements** are to be avoided. Rather, judgements must be justified and should always be derived logically. Own value judgements are to be separated from statements of fact.

- You can access various **statistical analysis programmes** at the Chair or through the Regional Computer Centre to analyse your data. You can find details on this under bullet point 7.

3.4 Conclusion

The last chapter of each thesis should return to the problem formulated at the beginning and point out the implications for science and practice. Answers to the question posed at the beginning are expected here. In other words, it must become clear what the reader has learned from the work. Philosophical outlooks are not called for here.

When formulating the summary, it is good to check again which parts of the thesis are really relevant. You should look at each chapter in isolation from each other and answer the question of how the content presented contributes to answering the problem.

Tip 1: At the end of your work, check whether you have really adhered to the definitions and delimitations you formulated at the beginning.

Tip 2: After you have written your conclusion, you should check whether you have been able to answer the objectives formulated at the beginning through the content of your work.

4. Formal design of the work

Attention: If one or more of the following points are violated, the paper may not be accepted! In any case, the work will be clearly devalued!

4.1 Scope of the work

Page number:

- For **seminar papers** max. 15 pages for one person, for groups of two max. 20 pages, for groups of three max. 30 pages. In the case of group work, the individual performances must be marked.

- For **Bachelor theses** max. 30 pages.

- Two different forms of **Master's theses** are offered:
  - **Type A:** max. 50 pages. In deviation from the instructions of the Office of Student Affairs, Master's theses at the Institute of Marketing may be a maximum of 50 pages.
  - **Type B:** max. 30 pages in the style of a scientific working paper. Type B is particularly suitable for research-oriented papers and academically interested students.

  Please note any recommendations regarding the type of thesis in the call for applications or ask your supervisor for advice.

The page number includes figures, formulae and tables, but not the title page, outline, indexes and appendices. Page numbering begins with the text.

Space problems must not lead to central illustrations and tables being outsourced to the appendix. Only additional information that is not necessary for understanding the text or is only secondary really belongs in the appendix. Tables and figures, especially their labels and explanations, must be readable "without a magnifying glass".

Note: If you hand in a paper that **exceeds** the page numbers given, only the maximum allowed pages are used for the evaluation.

4.2 Sequence of the parts of the work

- Undescribed sheet (only required for theses)
- Title page
- Structure
- List of figures, formulas, and tables
- List of abbreviations and symbols
- Text
- Annexes
- Bibliography
- Affidavit (see information sheets for theses)

If subject-specific abbreviations or symbols are used (e.g. in formulae), a list of abbreviations or symbols should be placed at the beginning of the paper. This does not replace the explanation of the abbreviations or symbols in the text (at the point where they are used for the first time).

4.3 Title page

In any case, please observe the guidelines for the design of the title page set by the Office of Student Affairs.

The title page must contain the following information:

- Faculty "Business Administration at the University of Hamburg
- Type of work and supervising chair
  (e.g. "Bachelor thesis at the Chair of Marketing & Customer Insight")
- Auditor
  (with acad. title)
- Title of the work (take the exact wording of the title from STiNE!)
- Personal information
  - Name
  - Address
  - Contact information
  - Study programme
  - Semester
  - Matriculation number
- Deadline

Please use the template provided by us, which already contains a sample title page. This will save you time, which you can invest more sensibly in the content of your work.

4.4 Page formatting

Page formatting must be done according to the following criteria:

Top and bottom margin:	2 cm
Set width:	15 cm
Left margin:	2 cm
Right margin:	4 cm
Line spacing:	1.5 lines in the text area, 1.0 line in the footnote area and in the bibliography
Font size:	Body: 12 pt., headings: 13-14 pt., footnotes: 10 pt.
Font:	Times New Roman

4.5 Language

Try to be objective in your expression. A scientific paper is not a feature article.

Grammatical, spelling and punctuation errors stand out negatively and will lead to points being deducted if they occur frequently. Please use the spelling and grammar help of your word processing programme.

English technical terms are frequently encountered. There is no generally applicable rule as to whether these should be translated. If there is a corresponding German technical term, it should be used. Otherwise, it is often more precise to adopt the English term than to be creative oneself.

Abbreviations are to be avoided. Only abbreviations for common expressions listed in the Duden ("etc.", "e.g."...) are recognised. These do **not** have to be explained separately in a list of abbreviations. All other unavoidable subject-specific abbreviations must be included in the **list of abbreviations.**

Coupled words are to be connected in German with a hyphen without spaces. This also applies to coupled words that partly contain English terms. If more than two words are coupled, inverted commas can be used. Only if you combine English terms, you do not need to use hyphens. For example, one writes customer relationship management implementations or "customer relationship management" implementations.

4.6 Illustrations, formulas, and tables

Figures, formulas, and tables shall be **numbered** consecutively. They shall be given a title that provides information about their content. The title of the figure, formula or table shall be inserted above the object.

Figures, formulas, and tables should be **labelled and explained in such a way** that they are understandable in themselves. Please also make sure that you refer to and explain the figures, formulas, and tables in the text of your paper.

References to tables and figures are placed after the word "Source:" directly below the figure, formula, or table. If the objects have been modified from the original, this is marked with "based on:". Figures, formulas, and tables created by the author are labelled: Own representation.

Figures, formulas, and tables should be copied large enough to be read without a magnifying glass. Do not try to save space here. Figures, formulas, or tables that are not easy to read are better left out.

4.7 Binding and submission of the work

The following applies to seminar papers:

The work does not need to be bound - a simple binder strip is sufficient.
The thesis must be printed in duplicate and submitted as a file directly to the chair. Additional details can be found in the respective seminar descriptions.

The following applies to Bachelor's and Master's theses:

The work should be firmly bound.
The thesis must be printed in triplicate and submitted to the Office of Student Affairs on a data carrier (triplicate).

Please note the binding requirements by the Office of Student Affairs.

5. Citation and sources

Correct citation is a natural tool and a **basic requirement of** scientific work.

5.1 Basic information on citation

All thoughts taken verbatim or in spirit from external sources are to be marked as quotations. Why is it important to quote correctly?

- Quotations identify foreign thoughts and statements.
- Citations ensure that each text element can be checked by the reader.
- Perfect citation is an expression of academic honesty.
- Quotations can serve to back up substantive positions.

Any statement of substance that is not supported by a citation must be assumed to have been made by the author.

Important sources must be read **in the original.** In related fields, you can limit yourself to the more recent standard literature (e.g. recent textbooks).

Important sources must be **read thoroughly.** Especially if empirical studies play a significant role, their exact procedure must be considered and presented in the paper (in seminars also in the lecture)!

In principle, they should cite the source from which the thoughts originally came. If a source (A) refers to a text by another author (B), it is advisable to read the original source (B) and cite it. This approach has the advantage that you can ensure that you are taking the content from the original source (B) correctly. If you nevertheless cite the source (A), you must mark this with a so-called **secondary citation.** When citing secondary citations, both the primary source and the citing source must be named. You mark a secondary citation by first naming the original source (B) and then using "Cit. to" to represent the citing source (cf. Source B, Cit. to Source A). Secondary citations are only permitted in very rare exceptional cases,
z. e.g. if the primary source is not available. Especially for unpublished sources (e.g. work reports): Only cite if they have actually been read.

Proper citation is an expression of **academic honesty**. In case of doubt, it is better to cite too much than too little.

Attempts at plagiarism will be detected by the use of appropriate software and will lead to immediate disqualification of the examination performance. **Plagiarism** is considered to be all **thoughts taken over verbatim or in spirit** from sources that are not marked as such.

Each quotation must be checked to ensure that it does not - **taken out of context** - give a false picture.

5.2 Direct and indirect quotations

Basically, there are two ways you can substantiate content with sources: Direct and indirect citations.

Direct quotations are verbatim quotations: Third-party statements are incorporated verbatim (i.e. to the letter and character) into the author's own text. Direct quotations must be placed in inverted commas. Omissions in a quotation are indicated by three dots "(...)". Necessary additions or supplements by the quoting author, on the other hand, are written in square brackets "[Note]".

Example:
"Patient-oriented marketing is an important new element of pharmaceutical marketing, (...)."
(Fischer, Albers, 2010, p. 103).

English quotations are taken from the original. If possible, they should only be complete sentences, as language changes in the middle of a sentence disrupt the flow of reading.

Direct quotations should be used sparingly. They are only used when an author has formulated a fact particularly succinctly. Otherwise, the impression is easily created that sources are strung together but not placed in a context in terms of content.

Indirect citations refer to the incorporation of foreign ideas into one's own work: Any form of textual borrowing, reproduction of the meaning or argumentation aid must be marked as indirect citations.

Indirect quotations are therefore non-literal thoughts taken from other sources. The proof as a short reference always begins with a "cf." (= compare). In contrast to direct quotations, the content does not have to be marked with inverted commas.

Example:
Patient-oriented marketing has recently been regarded as an important element of pharmaceutical marketing (cf. pharmaceutical marketing (cf. Fischer, Albers, 2010, p. 103).

5.3. Citation guidelines

As a rule, any extraneous ideas that you take from sources must also be marked as such.

These sources must be cited as a **short reference in the text** and as a **full reference in the bibliography.**

5.3.1 Short references in the text

You can give short references (direct and indirect quotations) both in brackets in the text and in the footnote. Please decide on one variant and apply it consistently.

Please follow the Harvard citation guidelines when citing sources:

- **Citation of source as short reference in the text:** (cf. author(s), year, place of citation).
  Example: When analyzing customer satisfaction, it is important to note that pre-purchase and post-purchase phases are not independent of each other (cf. Heitmann, Lehmann and Herrmann, 2007, p. 236 ff.).

  Heitmann, Lehmann and Herrmann (2007, p. 236 ff.) point out that the pre-purchase and post-purchase phases cannot be considered independently of each other.

- **From an author number of four, the term "et al." can be** used (cf. Heitmann et al., 2007, p. 236 ff.).

- If several publications **with the same year of** publication are used by one author, the sources are distinguished by the letters a, b, etc. after the year.

- If **several pages of a source are** referred to, the first page is listed, followed by "f." for another page or "ff." for several following pages.

- If several sources are cited in one sentence, all sources are cited. In other words, **several sources** can be cited as **a short reference in the same bracket** or **in the same footnote.** The sources are separated by semicolons and sorted by year of publication.

- Footnotes referring to a sentence are placed at the end of the sentence after the full stop. Sources for a whole paragraph should be placed at the end of the first sentence, making it clear that they refer to the whole paragraph.

- If several sentences in a row refer to the same source, the short reference should be inserted after the first sentence. For the following sentences, it is sufficient to cite the source as (cf. ibid.) (= ibid.).

- If you use sources from the **World Wide Web,** mark the internet address as a short reference with a suitable name (e.g. "cf. Lufthansa 2015").

- In the literature you will find a number of variations of the citation methods listed here. **Uniformity**, **unambiguity** and **identifiability in the bibliography** are important.

5.3.2 Full references in the bibliography

The **full references of** the sources are listed in **alphabetical order in** the bibliography, preceded by the name of the lead author. (The order of the authors of a paper is not changed!) The surname and first name of the author(s) must be written out in full.

Ensure **completeness** and **consistency**:

- Each source referred to in the text must be listed in the bibliography. (But no more than that! Sources that have been read but not directly processed are not listed).

- References must contain all necessary information so that the source can be found without problems. For example, in the case of journals, the numbering of the issue must be given in addition to the page numbers, as the page numbering is often not used consecutively (e.g. Journal of Marketing).

- The same applies to the bibliography as to the references. There are several ways to arrange the information on each source. Decide on one variant **throughout.**

Please format the full references in the bibliography as follows:

Monographs:
Surname(s), first name(s) (year): Title, edition, place(s) of publication, publisher.

Example:
Heitmann, Mark (2006): Decsion satisfaction. Basic idea, theoretical concept and empirical findings, Wiesbaden, Gabler.

Contributions to collected editions:
Name(s), first name(s) (year): Title of article, in: Name(s) of author(s)(ed.): Title, edition, place(s) of publication, publisher, page numbers.

Example:
Heitmann, Mark; Lippuner, Manuela (2007): Preference construction, in: Albers, Herrmann. (eds.): Handbook Product Management, 3. Edition, Wiesbaden, Gabler, 445-470.

Journal articles:

Name(s), first name(s) (year): Title, name of journal, year, volume or number of journal, page numbers.

Example:

Heitmann, Mark; Lehmann, Donald R.; Herrmann, Andreas (2007): Choice Goal Attainment and Decision and Consumption Satisfaction, Journal of Marketing Research, 44 (2), 234-250.

Web pages:

Sources from the World Wide Web that you refer to in the text are listed at the end of the bibliography. Please give the exact address of the content used (full link). In addition, please indicate the date of retrieval in parentheses.

Examples:

Lufthansa (2015): www.lsg-skychefs.com/lsg/onboard/en/jsp/index.jsp (retrieved on 01.01.2015)

Patalong, Frank (2004): RIAA wants copy protection, Spiegel-Online, www.spiegel.de/netzwelt/technologie/0,1518,304140,00.html (retrieved on 29.07.2004)

6. Consulting

For counselling, please note the **counsellor's office hours.**

Meaningful use of the counselling service requires that you **prepare for the interview**. For an interview, it is therefore important that you write down the points you would like to discuss in advance (at least one day before the interview) ("concept paper") and send them to the respective counsellor by e-mail.

At an **outline meeting,** you are expected to bring a relatively detailed outline proposal of your own (and send it to the supervisor in advance by e-mail) and to be able to at least outline the planned content of the individual chapters or subchapters.

We advise you as best we can with the aim of helping you and improving your work. **However, nothing is "signed off"**. A comprehensive picture of the work only becomes visible to us when we read the finished result in one piece.

If you are working in a group, please always CC all group members when sending e-mails to the supervisor in order to ensure transparent communication.

7. Statistical data analysis

If a statistical data analysis is planned within the framework of an empirical work, the programme *Stata in the* CIP pool of the Faculty of Business Administration as well as other programmes on the guest computers of the professorship can be used. For legal reasons, the installation of these programmes on a private PC or laptop is only possible by purchasing a separate student licence.

For selected analysis programmes (e.g. SPSS) there is also the possibility of obtaining free network licences via the computer centre. Please inform yourself about the offer on the homepage of the regional computer centre.

8. Presentation of the results in the seminar

Numbering of slides: All slides shown during the presentation should be numbered. This makes it much easier to clarify questions.

If other sources are quoted on the slides, these sources must be substantiated on the same slide. The evidence must be detailed enough so that the source can be found on the basis of this information.

Each formula must be explained on the same slide. All **symbols used for the first time** must be **explained.**

Please always pay attention to supplementary notes in the seminar descriptions.

9. Template for scientific papers of the focus marketing

So that you can concentrate intensively on the content of your work, we have created a template for you as a Word document that you can use for your work.

The template contains:

- Blank page (to be inserted only for theses)
- Title page
- Table of contents
- Directories
    - List of figures
    - List of tables
    - Formula directory
    - List of abbreviations
- Text
- Annexes
- Bibliography
- Affidavit

10. Supplementary literature

Bänsch, Axel; Alewell, Dorothea (2013): Wissenschaftliches Arbeiten, 11th edition, Munich, Oldenbourg Verlag.

Ebster, Claus; Stalzer, Lieselotte (2013): Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler, 4th edition, Stuttgart, UTB.

Theisen, Manuel René (2011): Wissenschaftliches Arbeiten: Technique - Methodology - Form, 15th edition, Munich, Vahlen.

Wolfsberger, Judith (2010): Frei geschrieben - Mut, Freiheit und Strategie für wissenschaftliche Abschlussarbeiten, 3rd edition, Stuttgart, UTB.

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If you are working in a group, please always CC all group members when sending e-mails to the supervisor in order to ensure transparent communication.

12. Statistical data analysis

If a statistical data analysis is planned within the framework of an empirical work, the programme *Stata in the* CIP pool of the Faculty of Business Administration as well as other programmes on the guest computers of the professorship can be used. For legal reasons, the installation of these programmes on a private PC or laptop is only possible by purchasing a separate student licence.

For selected analysis programmes (e.g. SPSS) there is also the possibility of obtaining free network licences via the computer centre. Please inform yourself about the offer on the homepage of the regional computer centre.

13. Presentation of the results in the seminar

Numbering of slides: All slides shown during the presentation should be numbered. This makes it much easier to clarify questions.

If other sources are quoted on the slides, these sources must be substantiated on the same slide. The evidence must be detailed enough so that the source can be found on the basis of this information.

Each formula must be explained on the same slide. All **symbols used for the first time** must be **explained.**

Please always pay attention to supplementary notes in the seminar descriptions.

14. Template for scientific papers of the focus marketing

So that you can concentrate intensively on the content of your work, we have created a template for you as a Word document that you can use for your work.

The template contains:

- Blank page (to be inserted only for theses)
- Title page
- Table of contents
- Directories
    - List of figures
    - List of tables
    - Formula directory
    - List of abbreviations
- Text
- Annexes
- Bibliography
- Affidavit

15. Supplementary literature

Bänsch, Axel; Alewell, Dorothea (2013): Wissenschaftliches Arbeiten, 11th edition, Munich, Oldenbourg Verlag.

Ebster, Claus; Stalzer, Lieselotte (2013): Wissenschaftliches Arbeiten für Wirtschafts- und Sozial-wissenschaftler, 4th edition, Stuttgart, UTB.

Theisen, Manuel René (2011): Wissenschaftliches Arbeiten: Technique - Methodology - Form, 15th edition, Munich, Vahlen.

Wolfsberger, Judith (2010): Frei geschrieben - Mut, Freiheit und Strategie für wissenschaftliche Abschlussarbeiten, 3rd edition, Stuttgart, UTB.