Formal Guidelines for Scientific Papers

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1 Structure of the scientific paper

This chapter shows the guidelines for the structure of a scientific paper. A logical structure provides pleasant reading and makes it easier to understand the content.

1.1 Scope

The following regulations apply to the scope of the paper:
Proseminar paper: 15 pages
Seminar / Term paper: 20 pages
Bachelor thesis: 25 pages
Master thesis: in consultation with the supervisor

This scope only refers to the main part of the paper (e.g. without title page, preface, lists, appendix etc.). Deviations of 10% of the page number limit are permitted.

Longer papers are only permitted in justified exceptional cases and after consultation with the supervising assistants.

1.2 Structure

A scientific paper consists of the following components in the following order:

1. Title page
2. Abstract (not for proseminar papers)
3. Table of contents
4. List of figures (if necessary)
5. List of tables (if necessary)
6. List of abbreviations (if necessary)
7. Main part of the paper
8. Bibliography
9. Appendix (e.g. Literature table for semester papers)
10. Declaration of independence

The page numbers are in the top right corner. All directories with the exception of the bibliography are numbered in Roman numerals. The title page has no page number,

but the abstract begins on page II, right in front of the table of contents. The main part, the bibliography as well as any appendix and the declaration of independence are numbered in Arabic.

1.3 Structure and table of contents

The structure must be in numerical order according to the grading principle (see figure 1). This means that the first heading starts with one and the following headings are numbered consecutively. Each subordinate heading starts again with the number one. After each number there is a point except the closing point. The structuring system should only exceed the number of three or four ordinal numbers in exceptional cases, since it quickly becomes confusing with a more detailed structure. For further structuring, paragraphs can be used to delimit meaningful reading units from one another.

4 Method of citation
4.1 Citation in the text
4.1.1 A source

Figure 1. Example structure levels.

A subheading for just a few sentences does not make sense. The following heuristics can be used: At least half a page per heading. In addition, a heading should never stand alone. Each subheading should have two bullet points at least. In addition, precise headings must be chosen, which are not formulated as a question. Directories can be created in Microsoft Word automatically. Microsoft Word enables the creation of a table of contents as follows: Microsoft Word: References → Table of contents. In order for this directory to be created automatically, headings must be formatted as such. Microsoft Word enables headings to be formatted using style sheets (see subchapter 3.5). Depending on the level of the heading, different styles (heading 1, heading 2 etc.) are selected and appear in the table of contents according to the style. Further explanations regarding the headings are set out in subsection 3.5.

1.4 Abstract (Summary)

The abstract is a short summary of the main results of the paper. An abstract should be written in the language of the whole thesis and should not be longer than one A4

page. It has a page number and is listed in the table of contents. The abstract includes one paragraph.

1.5 List of abbreviations

The list of abbreviations contains all abbreviations used, which are not listed in the Duden of German spelling (or comparable English dictionaries). Abbreviations such as “ex.”, “e.g.” are therefore not included in the list of abbreviations. The creation of your own abbreviations is not permitted. Most abbreviations end with a period.

A two-column table without a frame is created for the list of abbreviations. The abbreviations are listed alphabetically in the left column and their meaning in the right column (see Figure 2).

R&D	Research and development
PLC	Product life cycle
vs.	Versus
…	…

Figure 2. Example list of abbreviations.

2 Research concept

When writing a scientific paper, a research concept is immensely helpful. It can put the author's thoughts in a systematic order and the goal-oriented literature research is supported. The research concept already contains references.

A research concept should consist of five pages and contain the following content:

a) Starting position and problem
b) Main goal of the paper and possibly sub-goals
c) Research questions derived from the goals
d) Approach / investigation design
e) Structure (each structure point is described with about five sentences)
f) Project planning with milestones
g) Core literature that was used to create the research concept (must be cited in the research concept)

3 Formatting rules

The formatting rules **must be followed** and are included in the evaluation of the paper.

3.1 Margin width

The page margins are defined as followed:

Top: 3 cm

Bottom: 2.5 cm

Left: 2.5 cm

Right: 2.5 cm

3.2 Font and line spacing

The paper must be written in the “Arial” font. The A4 pages are only written on one side. The font formatting “bold”, “italic” or “underlined” to emphasize individual words or text passages are only used if this is necessary to understand the text. If too much emphasis is used it interferes with the reading flow of a scientific paper.

The font size is 12 points. An exception to this are footnotes, for which a font size of 10 points must be used. The font size in figures and tables must be at least 10 points. The requirements regarding the font size of the headings are set out in chapter 3.5.

The paper needs to be written at 1.5 line intervals. Footnotes and captions of figures need to be written in one line spacing. The content of tables is also formatted in one-line spacing, but the title is 1.5-line spacing. The paper must be written in justified print.

3.3 Enumerations

Enumerations may be made (e.g. as a structuring aid for the following section). However, enumerations should only be made if they are explained in the further text. Otherwise it is sufficient to string them together. A list can be created using Home → Bullets or Numbering → Numbering.

3.4 Spelling and grammar

The spelling is based on the Duden of German spelling (or comparable English dictionaries). If grammar rules are unclear (e.g. use of quotation marks, spelling of

foreign words from English etc.), it is advisable to consult the dictionaries (also available online).
Technical terms from another language may be used to a limited extent in the foreign language. If the term exists in the language in which the paper is written, this term is used. Technical terms that have become established in German usage follow the spelling of the Duden (e.g. marketing mix, public relations, handout etc.). However, technical terms from a certain area are often not included in the Duden and can not be easily translated. In this case, the foreign language term is defined when it is used for the first time.

3.5 Headings, indents and spacing

Microsoft Word enables headings to be formatted with styles that can be defined: Microsoft Word 2010: Home → Styles. The number of the heading is left-aligned. The title of the heading is placed at a distance of 1.25 cm from the left edge of the page (see Fig. 3).

The font size is:
Heading from level 1: 14 pts.
Heading from level 2: 13 pts.
Heading from level 3: 12 pts.

1 Theoretical perspective

When it comes to customer behaviour, a distinction can be made between the behaviour of single individuals and the behaviour of organizations (e.g. companies, authorities).

1.1 Customer behaviour

This section explains the behaviour of individual buyers.

1.1.1 Concept and phenomenon of consumer behaviour

The term consumer behaviour encompasses all observable actions of individuals in connection with the purchase or consumption of economic goods.

Figure 3. Example Heading formatting.

An empty line must be inserted between sections of a text. The distance before a heading is 12 pts. and the distance to the text (after a heading) is 3 pts. (see Fig. 3). It is advisable to start each main chapter (e.g. chapter 2) on a new page. In general, you should avoid placing a heading at the end of a page. If there are only two lines after a heading on the same page, this heading should also be started on the next page. Headings are written in bold.

Indents to mark a new section are no longer common. In exceptional cases, verbatim quotations with a single line spacing and a 1.25 cm indentation can be used, the quotation marks are omitted (see 4.1.6). The whole paper has to be written in justification.

3.6 Title page

The title page is adopted according to the following example and adapted to the corresponding paper (proseminar / seminar paper, bachelor thesis). The font size is 12 pts. with the exception of the title, which is 20 pts. and is written and formatted in bold (see Fig. 4).

Type of paper (Proseminar / Semester paper, Bachelor thesis)

Title

Subtitle

Submitted at the
Faculty of economics and management
University of Lucerne

Prof. Dr. Reto Hofstetter

supervising assistant
Title, first name, last name

Autumn/Spring semester 20XY/XZ

by
First name last name
Hometown, Kanton
Street
PLZ, place of residence
Email address
Matriculation number
Place, Date

Figure 4. Example title page.

If the paper is written by several authors, the personal information follows as bottom text block aligned side by side (see Fig. 5).

First and last name	First and last name	First and last name	First and last name
Hometown, Kanton	Hometown, Kanton	Hometown, Kanton	Hometown, Kanton
Address	Address	Address	Address
Email Address	Email Address	Email Address	Email Address
Matriculation number	Matriculation number	Matriculation number	Matriculation number

Figure 5. Example of the authors in a group work

For this, a table is generated with the same number of columns as the number of authors of the paper. In this case, the word “from” only appears once, centred above the text blocks with the information provided by the authors. The information “place” and “date” are also only displayed once, centred below the author information.

3.7 Figures

Figures must be numbered consecutively and have a title (see Fig. 6).

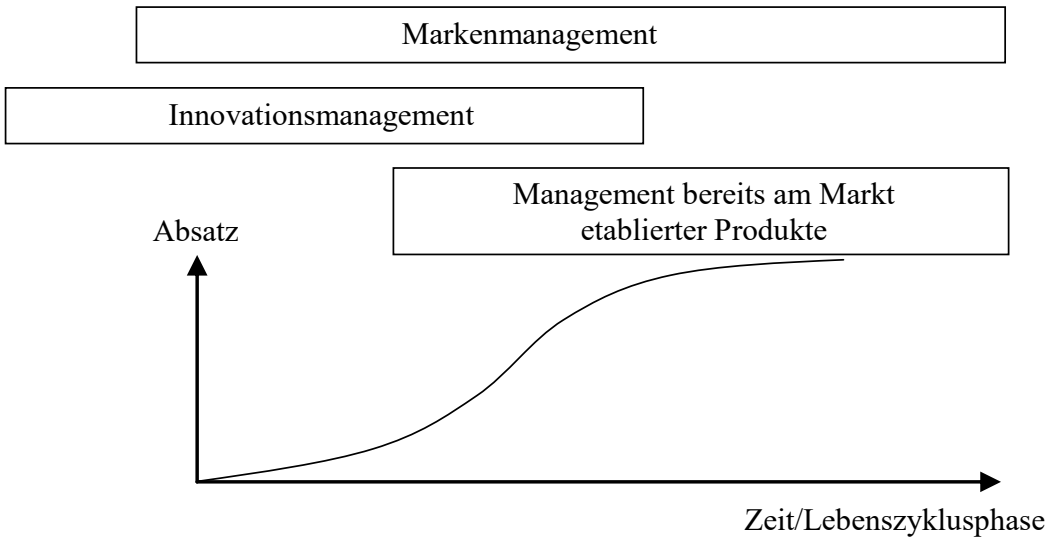

Figure 6. Relevance of the decision areas of product policy in the product life cycle (Homburg & Krohmer 2006, p. 568).

The labelling of the figure in the text must be 6 points apart in font size 10, have a line spacing of 1.0 and be left-aligned with the figure. The distance between the label and the text that follows is 0 points. An empty line must be added before and after each figure unless a new chapter follows immediately after. The way of citing images follows the rules of citing in the text (chapter 4). The complete source information is listed in

the bibliography. Figures that are adopted in modified form are to be quoted with "(based on…)". The word figure and the corresponding number must be written in italics.

It should be noted that figures must be labelled using Word. The labelling is done using Microsoft Word 2010: References → Insert citation. The label is not bold and ends with a period. The text must be referred to at least once, e.g. (see Fig. 2) The abbreviation "Fig." can be used for references in the text to figures. Figures should always be centred.

The list of figures is created in the same way as the table of contents: Microsoft Word 2010: References → Insert table of figures → Labelling category: Figures (see list of figures in this document).

Images must be of high quality and, if possible, not scanned. If images are scanned anyway, attention should be paid to both legibility and quality. Illegible images or poor quality images must be digitally recreated. These can be designed in black and white or in colour. Illustrations should have meaningful titles so that their content is easy to understand.

The source must be named when the figures are adopted unchanged. In the case of figures developed by the author himself, the addition "own presentation" should **not** be added. Extensive presentations such as questionnaires, interviews etc. are part of the appendix.

3.8 Tables

Tables only contain relevant information and must always be integrated into the text. The reader should also be able to understand a table in isolation. The layout is simple and understandable. Tables only have horizontal lines (see table 1). An exception to this are the author table on the front page and the list of abbreviations, which have no lines.

All tables are labelled and numbered chronologically. Each table also has a title, which should indicate the basic content of the table. The labelling of the table in the text must be above the table with a space of 0 points in front in font size 12, have a line spacing

of 1.0 and be left-aligned with the table. The distance between the label and the table is 12 points. The annotation to the table contains important abbreviations, significance values and the sources (if necessary). It is left-aligned in font size 10 with a distance of 6 points in front and 0 points after. An empty line must be added before and after each table unless a new chapter follows immediately after.

Table 1. Average values and standard deviations for the number of products purchased after priming with positive or negative emotions listed for both genders

	Men		Women	
Priming	avg	SD	avg	SD
Positive emotions	45	4	54	3
Negative emotions	23	4	27	4

Annotation. avg = Average; *SD* = Standard deviation.

3.9 Headers and footers

The directory name is left-aligned in every header with the exception of the title page. The page number is right-aligned on the same line as the directory name. The header is separated from the page content by a horizontal line. Headers and footers are 1.25 cm from the top and bottom of the page.

3.10 Footnotes

Footnotes should only be used where absolutely necessary. Information that is necessary for understanding the content should be included in the text. Footnotes are located directly above the footer and have no additional space. Each footnote begins with a capital letter and ends with a period.

4 Citation method in the text

Every quotation must be verifiable and must be found in the bibliography. External ideas must be identified as such. The adoption of other ideas (e.g. entire text sections) without appropriate referencing is considered plagiarism and attempted fraud with corresponding possible consequences.

Footnotes are not used to indicate sources in the text. The source is referred to in the appropriate place in the text. The source in the text contains the author, year of publication and page reference. As a rule, page reference that refers to individual passages of text must always be given. The page reference “f.” means “following” (one page), “ff.” means “subsequent” (several pages). A reference to the entire paper is only given if the entire paper is actually meant (Homburg & Krohmer, 2006).

All scientific papers submitted to Prof. Dr. Reto Hofstetter must strictly comply with the citation methods listed in this chapter and chapter 7. This citation is based on the APA (American Psychological Association: “Publication manual of the American Psychological Association”). If more examples are needed or there are any uncertainties, the APA manual should be consulted.

4.1 One or two authors

The surname, the year of publication and the corresponding page must be inserted in the appropriate place in brackets in the text.

> **Example:**
> Sales and market share are economic marketing goals (Bruhn, 2010, p. 26). The management of customer orientation must be approached systematically (Homburg & Werner, 1998, p. 6).

If the author is mentioned in the text, only the year of publication and the page numbers are put in brackets. In this case, the “&” must be replaced by an “and”.

Example:

Fritz and von der Oelsnitz (2006, p. 222) describe several problems in the field organization.

4.2 Several authors

If a source has between three and five authors, they are listed in brackets with commas and before the last author with a “&”.

Example:

A metric measurement level is required for both the dependent and the independent variables (Berekoven, Eckert, & Ellenrieder, 1996, p. 213).

Subsequent citations from the same source <u>use only the first author</u> with the addition “et al.”.

Example:

A metric measurement level is required for both the dependent and the independent variables (Berekoven et al., 1996, p. 213).

If a source with more than three surnames and the same year of publication is abbreviated to the same abbreviation, the surnames of as many author as necessary for distinction are listed, followed by a comma and “et al.”.

Example:

Both sources, “Ireys, Chernoff, DeVet & Kim, 2001”, and “Ireys, Chernoff, Stein, DeVet & Silver, 2001” are abbreviated to Ireys et al., 2001. The source must therefore be given as followed: Ireys, Chernoff, DeVet, et al. (2001) and Ireys, Chernoff, Stein, et al. (2001).

In the case of six or more authors, only the first author with the addition “et al.” is listed, starting from the first citation.

Example:

It is recommended to use cost orientation as the lower price limit (Ingenbleek et al., 2003, p. 300). According to Harris et al. (2005, p.198), sexist advertising messages have a negative impact on the brand image.

If an author has published several papers in the same year, lowercase letters starting with “a” are introduced after the year of publication. In this case, when citing in the text the lower case letter must also be listed after the year of publication.

Example:

Loyalty discounts are typical relationship-oriented instruments in which the business relationship with the customer is prioritized over sales (Tietz, 2002a, p.111).

4.3 Multiple sources

If several authors are quoted one after the other in the text, they are sorted alphabetically in the same order as they appear in the bibliography and separated by a semicolon.

Example:

A satisfied customer will most likely choose the same provider again (Fornell, 1992, p. 8; Herrmann, 1995, p. 238; Stevens, McSore, & Kinsey, 2001, p. 1543).

4.4 Groups as authors

If groups are the authors of the source (companies, associations, authorities or student associations), their names are written out when they are cited for the first time. The name can be abbreviated in the following quotes. If the name is abbreviated in the following citations, it must be taken into account that sufficient information is available to clearly identify the source in the bibliography.

Example of first citation:
Switzerland's gross national income is currently $ 39'210 per person (World Health Organization [WHO], 2011, para. 1).

Example of following citations:
Health expenditure per person is $ 5'072 (WHO, 2011, para. 1)

The group name is written out in the bibliography (e.g. World Health Organization).

4.5 Authors with the same last name

If two or more authors have the same surname, the initials of the first author are used in the citation, even if the sources were not published in the same year.

Example:
Bibliography:
Light, I. (2006). …
Light, M. A., & Light, I. H. (2008). …
Citation in the text:
The studies by M. A. Light and Light (2008) and I. Light (2006) were used for the study.

Table 2. Citations

Type of citation	First citation in the text	Following citations in the text	First citation in the text, in brackets	Following citations in the text, in brackets
A source of one author	Walker (2007)	Walker (2007)	(Walker, 2007)	(Walker, 2007)
A source of two authors	Walker and Allen (2004)	Walker and Allen (2004)	(Walker & Allen, 2004)	(Walker & Allen, 2004)
A source of three authors	Bradley, Ramirez, and Soo (1999)	Bradley et al. (1999)	(Bradley, Ramirez, & Soo, 1999)	(Bradley et al., 1999)
A source of four authors	Bradley, Ramirez, Soo, and Walsh (2006)	Bradley et al. (2006)	(Bradley, Ramirez, Soo, & Walsh, 2006)	(Bradley et al., 2006)
A source of five authors	Walker, Allen, Bradley, Ramirez, and Soo (2008)	Walker et al. (2008)	(Walker, Allen, Bradley, Ramirez, & Soo, 2008)	(Walker et al., 2008)
A source of six authors	Wasserstein et al. (2005)	Wasserstein et al. (2005)	(Wasserstein et al., 2005)	(Wasserstein et al., 2008)
Group as authors (with abbreviation)	National Institute of Mental Health (NIMH, 2003)	NIMH (2003)	(National Institute of Mental Health [NIMH], 2003)	(NIMH, 2003)
Group as authors (without abbreviation)	University of Pittsburgh (2005)	University of Pittsburgh (2005)	(University of Pittsburgh, 2005)	(University of Pittsburgh, 2005)

4.6 Literal quotes

Literal quotations should be used sparingly. These must accurately reflect the original source and the same words, spelling and punctuation must be used, even if they are

incorrect. In this case, the brackets „[*sic*]“ are added directly after the incorrect word. If the literal quotations contain no more than 40 words, these must be enclosed in quotation marks in the text.

Example:

“Ideally, an advertising message does not require any advertising money, it just needs to be liked and put on the Internet” (Beer, 2009, p. 213).

If the quotation is inserted in a sentence, quotation marks must be used, and the source must be given in brackets immediately after the closing quotation mark. No additional punctuation is used unless the meaning of the sentence requires it.

Literal quotations with more than 40 words are shown in a free-standing text block without quotation marks. The literal quotation begins on a new line and an indentation of 1.25 cm must be placed. Quotation marks are not used. At the end of a text block, the source is only given after the period. If the cited source is noted in the introductory sentence, only the page number or paragraph at the end of the quote is given.

Example:

As a side effect of the high profit margins, most luxury goods manufacturers make more money than they need for investments directly. Typically the investments in production plants are not as high as in industrial companies. As a result, they usually have low liabilities, which reduces their susceptibility to cyclical fluctuations and increases the security of companies. (Merten, 2009, p. 123)

If the quote is changed, this must be evident. Omissions in quotations need to be indicated by three consecutive dots (…). If a word is added for better understanding, it must be enclosed in square brackets.

Example:

Relevant in this context [enforcement of prices] is the fact that the purchase decision is usually made by several members of the buying centre, who may have different perceptions of the price (Homburg & Krohmer, 2003, p. 895).

4.7 Secondary sources

Quotes should always be read and quoted in the original. If the original source can not be obtained, it is exceptionally permitted to quote from second hand. However, this must be identified in the following form: first the original source, then “cit. after” at the source used.

> **Example:**
>
> The multiline system corresponds to the specialization considerations of Taylor (1911) with the aim of disturbing the management tasks (cit. from Homburg & Krohmer, 2003, p. 153).

Only Homburg and Krohmer 2003 will then appear in the bibliography. Quotations contained in the original source must not be omitted. However, the cited papers do not have to be listed in the bibliography unless they are used elsewhere in the paper.

4.8 Literal citations from foreign language sources

If foreign language sources are quoted literal, they should be translated and marked as translated in a footnote.

> **Example:**
> Golder and Tellis (1999, p. 209) define First Mover as “the first company to sell in a new product category”.[1]

The source is cited in the bibliography according to the relevant rule. In the example above, the entry in the bibliography would correspond to a journal (see subchapter 7.3).

4.9 Web sources

Sources from the Internet are also cited with the author of the article, the year of publication and the page reference. Many electronic documents have no page numbers. If the electronic document has numbered paragraphs, this numbering can be used instead of page numbers. The abbreviation “para.” Is used for this. If no paragraph numbering was used either, the number of the paragraph (determined by counting) is quoted so that the reader is taken directly to the cited text.

> **Example:**
> Empirical studies have found mixed results regarding the efficiency of labels on educating consumers and changing consumer behaviour (Golan, Kuchler & Kirssof, 2007, para. 4).

[1] Translated from German..

4.10 Print newspapers

In the case of printed newspapers, the author, the year and the page number are mentioned. If no author is specified (or only its abbreviation), the name of the newspaper comes first and the author is omitted.

Example:

In the meantime, almost every third Swiss citizen who has Internet access uses such offers several times a week or more" (Walder, 2011, p. 13).

"For example, the sports section of a regional newspaper can be combined with the economic section of an international and the political section of a national newspaper" (NZZ, 2010, p. 11).

5 Statistics

It is essential for empirical papers to correctly integrate the results obtained into the text. Some examples are listed below. For further examples, reference is made to the “Publication Manual of the American Psychological Association”. The APA manual is essential for empirical papers.

5.1 Average and standard deviations

Average and standard deviations are among the most commonly used descriptive statistics. They can be given in brackets or directly in the text. Latin letters (e.g. avg, SD or SEM) are always written in italics.

Example:

The sample examined (N = 261) consisted of many older people (*avg* = 59.61, SD = 8.34). The average age of the participants was 59.61 years (SD = 8.34).

5.2 Significance values

Statistical significance is given with the p-value. This value is specified differently depending on the significance / non-significance.

Example:

If a value is significant, only the level of significance is given:

$p < .05$, $p < .01$ or $p < .001$ (and not $p = .000$)

If a value is not significant, the exact value is given:

$p = .74$

5.3 T-tests

With the help of a t-test you can e.g. compare the average of two groups and find out whether the two tested groups differ significantly. The degrees of freedom, t-value and level of significance are given.

Example:
A significant gender effect was found in the sample, t (60) = 4.67, $p < .05$, with women achieving higher values than men.

5.4 ANOVAs

An ANOVA is used when comparing conditions based on one (or more) dependent variable(s) with at least a three-level independent variable. The *F*- and *p*-value as well as the within- and between-group degrees of freedom are given.

Example:
A significant main advertising budget effect, F (1, 141) = 4.62, $p < .05$, as well as a significant interaction, F (2, 141) = 3.64, $p < .05$ were found.

5.5 Correlations

A correlation is the relationship between two variables. This relationship is reflected in the correlation coefficient *r*, which can have values between 1 and -1. 1 represents a perfect positive correlation, 0 no correlation and -1 a perfect negative correlation. The degrees of freedom and the level of significance are also given here.

Example:
The two variables X and Y correlate significantly with each other, r(61) = .78, $p < .05$.

6 Writing style

Each text should be closed and complete as such. It is advisable to review each sentence critically and to make sure that it is formulated in an understandable way. Unclear statements should be explained. It is also important to ensure that central thoughts should run like a thread through the paper.

Individual chapters and sections should be connected by meaningful transitions in order to promote the flow of reading. A sentence should contain only one statement and only one thought per section should be dealt with. Paragraphs should not be longer than half a page, but should be more than just one sentence.

Technical terms and abbreviations should be adapted to the target audience. Subject-specific abbreviations that are not in the dictionary must be explained in the list of abbreviations. Foreign words and foreign language expressions should be used sparingly, but they lead to a good style in moderation. Images, comparisons and symbols must be used correctly, understandably and comprehensibly.

In scientific papers, the wording “I”, “we”, “one” is avoided as far as possible. Colloquial expressions and a casual tone are not part of a scientific paper. Phrases like “the only correct model”, “the best approach” or “an incredibly wrong approach” as well as adverbs like “natural” or “of course” should be avoided. Overall, the writing is sober and factual.

Many papers contain careless mistakes. It makes sense to have the written paper proofread by someone else in addition to your own proofreading, with one person focusing on the content and the other person checking the spelling.

Long sentences should be avoided. Short sentences with a single statement are easier to understand and in particular complex issues should be clear and well structured.

7 Bibliography

The bibliography should allow a source cited in the paper to be clearly identified and checked. It also shows which literature the author has used; is so to speak, a quality indicator of a scientific paper. All sources listed in the text must also be found in the bibliography. The bibliography is left-aligned, but the second line is indented at 1.25. If you want to cite sources other than those listed here, you should consult the APA manual.

7.1 General rules for citation in the bibliography

The bibliography must be sorted alphabetically and chronologically by author, i.e. in the case of several papers by one author, the papers is ordered according to the year of publication, beginning with the oldest. In the case of several papers by an author from the same year, these are alphabetically arranged after the first word of the article title and lowercase letters beginning with “a” are inserted after the year. There is a dot after each source.

If an author has written a paper in collaboration with several authors, this paper must be included in the bibliography following its individual publications. The papers with one co-author are first cited in alphabetical and chronological order, then those with two co-authors, etc. It is therefore the rule that a paper written by several authors is only performed after individual publications by the same author, as a priority over the rule that older papers are ordered first. Magazines, books, dissertations and electronic sources etc. are not listed separately.

Example:

Homburg, C. (1995a). …
Homburg, C. (1995b). …
Homburg, C., & Krohmer, H. (2003). …
Homburg, C., Krohmer, H., Cannon, J. B., & Kiedaisch, I. (2001). …

7.2 Citing books with one or more authors

The authors are listed with their first and last names, as well as the year of publication, the book title (in italics), the edition (if there are several), the place of publication and the publisher. The following format can be used as a template:

Author, A. A., Author, B. B., & Author, C. C. (year). *Title of the book: Subtitle* (Edition). Place of publication: Publishing company.

Example:

Aaker, D. A. (1984). *Strategic market management*. New York: John Wiley and Sons Inc.

Meffert, H. (1986). *Marketing – Grundlagen der Absatzpolitik* (7. Edition). Wiesbaden: Gabler.

7.3 Citing journals with one or more authors

The authors are listed with their first and last name. This is followed by the year of publication, the article name, the unabridged name of the magazine and the number of the volume (both in italics), the issue number (if available), the page numbers and the “doi” (digital object identifier) (if available).

Example:

Fournier, S. (1998). Consumers and Their brands: Developing relationship theory in consumer research. *Journal of Consumer Research, 24*(4), 343-353. doi: 10.1086/209515

Albers, S., & Hildebrandt, L. (2006). Methodische Probleme bei der Erfolgsfaktorenforschung – Messfehler, formative versus reflektive Indikatoren und die Wahl des Strukturgleichungs-Modells. *Zeitschrift für betriebswirtschaftliche Forschung*, *58*(2), 2-33.

7.4 Citing collections

This format can be used: Last name, initials. & Last name, initials. (year). Title or chapter of the book. In A. editor, B. editor, C. editor (ed.), *Title of the paper* (p. xxx-xxx). Place of publication: Publishing company.

Example:

Aaker, D. A. (1988). Kriterien zur Identifikation dauerhafter Wettbewerbsvorteile. In H. Simon (ed.), *Wettbewerbsvorteile und Wettbewerbsfähigkeit* (p. 29-48). Stuttgart: Schäffer-Poeschel Verlag.

7.5 Citing newspapers

The author is quoted with his last name and initials, followed by the date of publication, the title of the article, the name of the newspaper (in italics) and finally the page numbers.

Example:

Schwartz, J. (1993, September 30). Obesity affects economic, social status. *The Washington Post*, p. A1.

7.6 Citing Internet sources

When citing Internet sources, you should take care that only public, recognized websites are cited. The author's last name and initials, year of publication and title are listed. Before the URL address is mentioned, the expression "Accessed on" must be written. Paragraphs are no longer mentioned in the bibliography and the date of the research can be omitted.

7.6.1 Electronic version of a book

The authors are listed with last names and initials, as well as the year of publication, the book title (in italics) and the URL address.

Example:

Shotton, M. A. (1989). *Computer addiction? A study of computer dependency*. Accessed on http://www.ebookstore.tandf.co.uk/html/index.asp

7.6.2 Online magazines

The authors are listed with their last names and initials. This is followed by the year of publication, the article name, the unabridged name of the magazine (in italics), the number of the volume, the issue number and the URL address.

Example:

Schneider, H., Engelmann, J., & Luksch, A. (2011). Die Selektionsentscheidung bei postalisch zugestellter Direktkommunikation. Eine feldexperimentelle Überprüfung des Einflusses aktivierungsstarker Reize am Beispiel der Kundenzeitschrift. *Zeitschrift für Betriebswirtschaft*, *10*(2). Accessed on http://www.zfb-online.de/

7.6.3 Online newspaper articles

Electronic newspapers are cited starting with the author, followed by the date of publication, the article title, the newspaper name (italics) and the URL address.

Example:

Brody, J. E. (2007, December 11). Mental reserves keep brain agile. *The New York Times.* Accessed on http://www.nytimes.com

7.6.4 Document from a government or university website

The name of the institution, the year of publication, the document title (italics) as well as the document number and the URL address must be specified.

Example:

U.S. Department of Health and Human Services, National Institutes of Health, National Heart, Lung, and Blood Institute. (2003). *Managing asthma: A guide for schools* (NIH Publication No. 02-2650). Accessed on http://www.nhlbi.nih.gov/health/prof/lung/asthma/asth_sch.pdf

7.6.5 Report published on a web log (blog)

The name and initials of the author, the publication date, the name of the report (in italics), the description of the report in brackets and the URL address are specified.

Example:

Dean, J. (2008, May 7). *When the self emerges: Is that me in the mirror?* [Web log comment]. Accessed on http://www.spring.org.uk/the1sttransport

8 Appendix

An appendix is useful if extensive results (e.g. literature tables) are presented that are not relevant for understanding the text. The text itself refers to the appendix (e.g. appendix A). The individual appendices should be numbered with capital letters, although these individual components do not have to be shown in the table of contents. Text that no longer has space in the main part due to the limited scope of the paper does not belong in the appendix but should either be deleted or shortened. Appendices are e.g. literature tables or illustration from experimental design.

9 Declaration of independence

The candidate must include a written statement of the following content in the paper:

Declaration of independence

For the [insert type of paper here: E.g. bachelor thesis] as part of the bachelor's degree in economics

I hereby declare that I have written this paper independently and have not used any sources or resources other than those specified and that the paper has not yet been submitted elsewhere.

Place, date and signature

10 Further literature

In addition to the formal guidelines for the design of scientific papers listed in this document, reference is made to the relevant literature, which should be used to answer numerous questions when writing a written paper.

In particular the following paper is helpful in the formal design (in-text referencing, bibliography and statistics) of a scientific paper:

Publication Manual of the American Psychological Association, 6. Edition. Washington, DC.

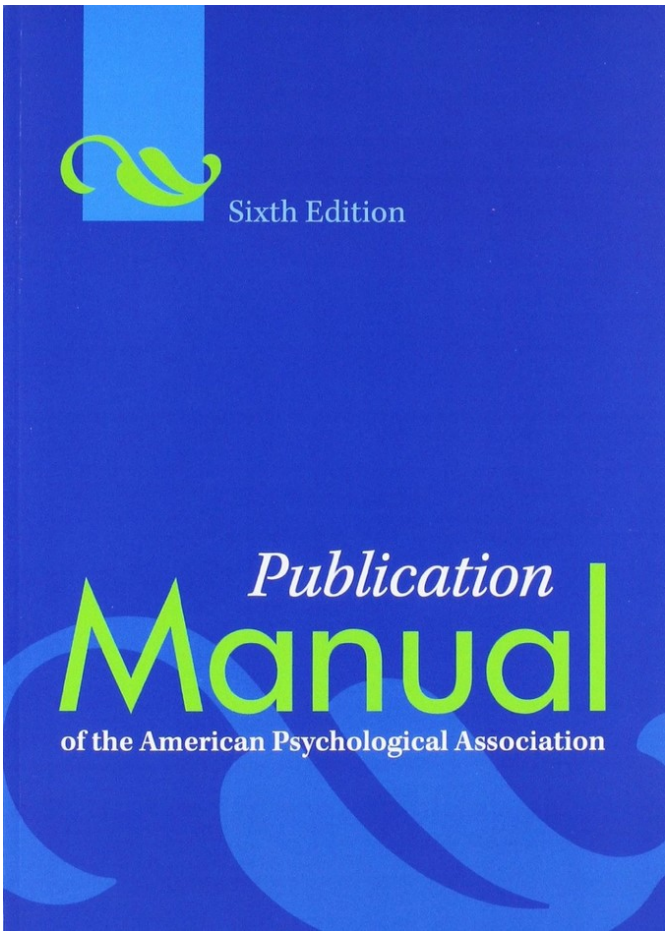

Figure 7. Publication Manual of the American Psychological Association

11 Evaluation criteria

Overall evaluation of the paper (is calculated with a conceptual structure, formal and content-related aspects each one third):

11.1 Conceptual structure

- Quality of the research concept (if available)
- Layout and structure
- Topic acquisition: depth / breadth of the topic
- Weighting basics and main part
- Unity of concept / common thread
- Theoretical foundation of the paper and application of theories to the topic

11.2 Formal aspects

Language:

- Intelligibility
- Style (scientific language)
- Readability (e.g. closed paragraphs)
- Reader guidance / flow of thought
- Orthography (e.g. no grammar, spelling and typing errors)

Formal layout

- Outer form (guidelines)
- Form of citation and bibliography
- Cleanliness
- Formal quality of the figures and tables
- Integration of figures and tables, explanation in the text

11.3 Content aspects

Literature

- Quantity and quality (processing of the relevant international literature)

Critical reflection

- Own working definition available
- Critical reflection on previous literature (not simply taken without thought)
- Argument stringency (intersubjective traceability)
- Independent research outlook
- Independent conclusion

News value

- Novelty content of the paper
- Originality of the paper

Topic

- Difficulty of the topic
- Problem of the topic / paper – existence of the problem understanding
- Practical and scientific relevance