



^b
**UNIVERSITÄT
BERN**

Formal Guidelines for Scientific Theses

Instruction and rules for writing a scientific thesis at the
Institute of Marketing and Management, Marketing Department

Bern, July 2014

Version 2.3

Table of Contents

Table of Contents	II
Index of Figures.....	V
Index of Tables	VI
1 Structure of a Scientific Thesis.....	1
1.1 Extent.....	1
1.2 Structure	1
1.3 Organisation of the Text and Table of Contents	2
1.4 Management Summary (Abstract)	2
1.5 List of Abbreviations.....	3
2 Exposé	4
3 Formatting Rules	5
3.1 Margin Width	5
3.2 Font and Line Spacing.....	5
3.3 Enumerations.....	5
3.4 Orthography and Grammar	5
3.5 Headings, Indentation, and Spacing	6
3.6 Title Page.....	7
3.7 Figures	9
3.8 Tables	10
3.9 Header and Footer	11
3.10 Footnotes	11
4 Citation	12
4.1 Citation in the Text.....	12
4.1.1 One or Two Authors.....	12
4.1.2 Multiple Authors	13
4.1.3 More than One Source	14

4.1.4	Groups as Authors	14
4.1.5	Authors with the Same Surname	15
4.1.6	Direct Quotation	16
4.1.7	Secondary Sources	17
4.1.8	Direct Quotations from Foreign Sources	17
4.1.9	Internet Sources	18
4.1.10	Newspaper Print	18
5	Statistics	19
5.1.1	Means and Standard Deviations	19
5.1.2	Significance Values	19
5.1.3	t-Tests	19
5.1.4	ANOVAs	20
5.1.5	Correlations	20
6	Writing Style	21
7	References	22
7.1	General Rules for Citing References	22
7.2	Citation of Books with One or More Authors	22
7.3	Citation of Periodicals with One or More Authors	23
7.4	Citation of Collected Editions	23
7.5	Newspaper Article	24
7.6	Citation of Internet Sources	24
7.6.1	Electronic Version of Print Book	24
7.6.2	Online Periodical Article	24
7.6.3	Newspaper Online	25
7.6.4	Document of a Website from the Government or University	25
7.6.5	Published Report on a Weblog (Blog)	25
8	Appendix	26
9	Declaration of Independence	27

10	Further Literature	28
11	Submission of Scientific Theses	29
12	Evaluation Criteria of a Scientific Thesis	30
12.1	Conceptual Structure	30
12.2	Formal Aspects.....	30
12.3	Content Aspects.....	31

Index of Figures

<i>Figure 1.</i> Example of hierarchical organization.....	2
<i>Figure 2.</i> Example list of abbreviations.....	3
<i>Figure 3.</i> Example for formatting headings.....	6
<i>Figure 4.</i> Example of the title page.....	8
<i>Figure 5.</i> Example of reporting personal data in case of group work.....	9
<i>Figure 6.</i> Relevance of decision areas of the product policy in the product life cycle	9
<i>Figure 7.</i> Publication Manual of the Americal Psychologicaal Association	28
<i>Figure 8.</i> Metal ring binding	29
<i>Figure 9.</i> Matt, transparent front cover	29

Index of Tables

Table 1. Means und standard deviations for purchased products after priming with positive and negative emotions listed for both gender..... 11

Table 2. Citation Styles 15

1 Structure of a Scientific Thesis

The present chapter shows the guidelines for the structure of a scientific thesis. A logical structure enables convenient reading and facilitates the understanding of the content.

1.1 Extent

The following terms concerning the thesis' extent must be adhered to:

Proseminar thesis: 15 pages

Seminar thesis: 20 pages

Bachelor's thesis: 25 pages

Master's thesis: 60 - 100 pages

The above mentioned extent only refers to the main part of the thesis (without title page, indices, appendix etc.). A deviation of 10% of the restriction in page number is allowed.

Longer theses are only accepted in individually justified cases and in agreement with the assistant in charge.

1.2 Structure

A scientific thesis comprises the following elements in the order indicated below:

1. Title page
2. Management summary (in bachelor's and master's theses only)
3. Table of contents
4. Index of figures (only if necessary)
5. Index of tables (only if necessary)
6. Index of abbreviations (only if necessary)
7. Main part of the thesis
8. References
9. Appendix (only if necessary)
10. Declaration of independence

Page numbers are placed in the upper right corner. All indices except the references are numbered in Roman-style. The title page has no page numbering; the management summary on the other hand starts on the page II, right before the table of contents. The main part, the references, appendix, and the declaration of independence are numbered in Arabian-style.

1.3 Organisation of the Text and Table of Contents

The text should be hierarchically organised in a numeric order, i.e. the first heading starts with one and all the following headings are continuously numbered (see Figure 1). Each subordinate heading starts again with the number one. After each number, but the last, follows a full stop. In order to keep a clear overview, the numbering system should not exceed three to four ordinal numbers. For further structuring, paragraphs can be used instead, which appropriately divide reading units.

- 4 Citation
- 4.1 Citation in the Text
- 4.1.1 One Source

Figure 1. Example of hierarchical organization.

A subordinate heading just for a few sentences does not make any sense. In that case, the following heuristics can be applied: At least half of a page for each subordinate heading. Additionally, no heading stands by itself. There should be at least two organizational levels for each heading. Furthermore, headings have to be formulated precisely and not as questions. Microsoft Word enables an automatic production of indices. To produce a table of contents in Microsoft Word, click Insert Index on the references tab in the index group. In order to create that index automatically, headings must be formatted as such. In Microsoft Word this can be done through format templates (Chapter 3.5). Depending on the organization level of the heading, different format templates are selected (heading 1, heading 2 etc.). Headings appear in the table of contents according to the selected formatting. Chapter 3.5 contains further guidance for headings.

1.4 Management Summary (Abstract)

Only bachelor's and master's theses must include a management summary which is a short summary of the main findings of the thesis. It is written in the language of the thesis. It is never longer than one A4 page. It has a page numbering and is included in the table of contents. The management summary contains one single paragraph.

1.5 List of Abbreviations

The list of abbreviations includes all mentioned abbreviations that are not set out in the Oxford English dictionary. Abbreviations such as “i.e.,” “e.g.,” or “etc.” therefore need not to be mentioned in the list of abbreviations. Creating own abbreviations is considered inadmissible. Most abbreviations are followed by a full stop.

To create a list of abbreviations a table with two columns and without frame is drawn. Abbreviations are alphabetically listed in the left column and their meaning in the right (see Figure 2).

ELM	Elaboration Likelihood Model
PIMS	Profit Impact of Market Strategies
R&D	Research and Development
vs.	Versus

Figure 2. Example list of abbreviations.

2 Exposé

Only bachelor's and master's theses must include an exposé. Creating an exposé is very useful for writing a scientific thesis. It puts the author's thoughts in a systematic order and supports the targeting of literature research. The exposé must include references.

An exposé comprises the following content on five pages:

- a) Initial position and problem statement
- b) Main objective of the scientific thesis and possible sub-objectives
- c) Research questions derived from the objectives
- d) Methods / Research design
- e) Structure (five sentences for each organisation level)
- f) Project planning and milestones
- g) Principal literature used to create the exposé (needs to be quoted in the exposé itself)

3 Formatting Rules

The formatting rules **must be strictly** adhered to and are part of the grading of the thesis.

3.1 Margin Width

The margins are determined as stated below:

Top: 2.5 cm

Bottom: 2.5 cm

Left: 2.5 cm

Right: 2.5 cm

3.2 Font and Line Spacing

The thesis must be written in the font type “Times New Roman”. Only the front side of the A4 paper is used. The font type formatting “bold”, “italic”, or “underlined” for accentuating single words or passages are only applied, provided that it is necessary for the understanding. If too many accentuations are applied, the reading flow of a scientific thesis is interrupted.

The font size is 12 points. Exceptions are footnotes, which are written in a font size of 10 points. Illustrations and tables must have a font size of at least 10 points. The guidelines relating to the font size of headings are determined in chapter 3.5.

The thesis is written in 1.5 line spacing. Footnotes and labels for illustrations and tables are written in one line spacing. The content of tables is also written in one line spacing its title however has 1.5 line spacing. The thesis is written in justification.

3.3 Enumerations

Enumerations are allowed (e.g. as structuring aid for the following paragraph). Enumerations should only be used if they are explained subsequently. Otherwise a sequence is sufficient. An enumeration can be created by Start → Numeration and bullets.

3.4 Orthography and Grammar

In case of uncertainty in English grammar (e.g. use of quotation marks or terms from a foreign language), it is strongly recommended to refer to the Oxford English dictionary.

3.5 Headings, Indentation, and Spacing

Microsoft Word enables formatting headings as such by choosing a heading according to the organisation level out of the styles gallery (heading 1, heading 2 etc.). Microsoft Word 2010: Home → Styles. Heading numbering is left-justified. Heading text has an indent of 1.25 cm (Figure 3) and is written with every major word capitalized (see Figure 3).

Font size:

Heading level 1: 14 pt.

Heading level 2: 13 pt.

Heading level 3: 12 pt.

1 Theoretical Perspective

Consumer behavior is divided into behavior of an individual and behavior of an organization (e.g. companies, authority).

1.1 Consumer Behavior

The following paragraph describes consumer's individual behavior.

1.1.1 Term and Phenomenon of Consumer Behavior

The term consumer behavior comprises all observable actions of individuals in context with the purchase and consume of economic goods.

Figure 3. Example for formatting headings.

Between paragraphs is a blank line. Spacing before headings is 12 pt. and before text (after headings) 3 pt. (see Figure 3). It is recommended to place every main chapter (e.g. Chapter 2) on a new page. Generally, no heading should appear at the bottom of a page. In case only two lines of a text follow a heading on the same page, the heading should nevertheless be placed on a new page. Headings are written in bold.

It is not common anymore to use indentation to mark new paragraphs. In exceptional cases detailed direct quotations can be emphasised by using an indent of 1.25 cm and single-spaced lines. Quotation marks can be omitted (see Chapter 4.1.6). The text is justified.

3.6 Title Page

The title page is copied from the example below and adopted to the corresponding thesis (pro-seminar, seminar, bachelor's, master's). Font size is 12 pt. except for the title, which is 20 pt. (see Figure 4).



Type of thesis (seminar, proseminar, bachelor's, or master's)

Title

Subtitle

Handed in at the
Faculty of Business, Economics, and Social Sciences
of the University of Bern

Institute of Marketing and Management
Marketing Department

Professor in charge
Title, first name, last name

Assistant in charge
Title, first name, last name

Fall/Spring semester 20XY/XZ

by
First name, last name
Hometown, canton
Street
Postal code, place
E-mail address

Matriculation number
Place, date

Figure 4. Example of the title page.

In case more than one person writes the thesis, personal data follows aligned next to each other at the bottom of the page (see Figure 5).

First and last name	First and last name	First and last name	First and last name
Hometown, canton	Hometown, canton	Hometown, canton	Hometown, canton
Address	Address	Address	Address
Matriculation number	Matriculation number	Matriculation number	Matriculation number

Figure 5. Example of reporting personal data in case of group work.

A table with the same amount of columns as authors has to be generated. The word “by” is only used once, centred above the text blocks with the personal data. The information “place” and “date” are only mentioned once as well, centred below the text blocks with the personal data. Please ask our secretary, Regina Dändliker for the logos of the University of Bern and the Institute of Marketing (daendliker@imu.unibe.ch).

3.7 Figures

Figures have to be continuously numbered and they need to have a title (see Figure 6).

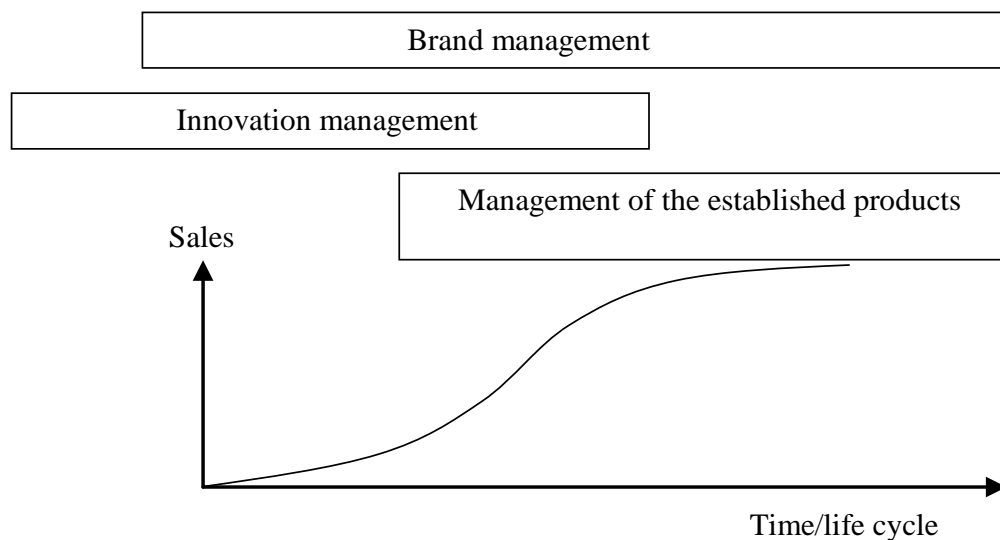


Figure 6. Relevance of decision areas of the product policy in the product life cycle (Homburg & Krohmer, 2006, p. 568).

Figures are labelled right below the figure with font size 10, left-justified to the figure, and single-spaced. The spacing between the figure and the figure label is 6 points and between the figure and the following text is 0 points. There is a blank line before and after every figure. Note that the labelling needs to be done through Microsoft Word: Insert → Reference → Caption. Caption is not bold and ends with a full stop. Figures are centred. Figures must at least

be mentioned once in the text and are cited according to the citation rules in the text (see Chapter 4.1). The reference is cited in the reference list. The index of figures can be generated automatically by Microsoft Word as well. References → Insert Table of Figures (see Index of Figures of this file).

Figures must be of good quality and therefore scanning should be avoided. Illegible figures or such of inadequate quality have to be designed digitally. A figure can either be black and white or coloured. Figures have a meaningful heading in order to make its content easily comprehensible.

The source of a figure should always be mentioned if it was quoted without any change. If the authors create figures themselves, the supplement “own research” is not necessary. Figures which were copied but slightly modified should also mention the original source by adding “based on” (based on Homburg & Krohmer, 2006, p. 568). Extensive illustrations such as questionnaires, interviews etc. form parts of the appendix.

3.8 Tables

Tables contain only relevant information and have to be integrated into the text. However, the reader should be able to understand the table without the additional information of the text. The layout has to be simple and coherent. Tables only show horizontal lines (see Table 1). Exceptions are the table of authors on the title page as well as the list of abbreviations.

All tables have a title and are continuously numbered. Each table shows a title which should refer to the table’s content. Tables are labelled right above the table with font size 12, left-justified to the figure, and with a 0-point spacing before. The spacing between the table label and the following table is 12 points. The line spacing in the label is 1.0. The note contains important abbreviations, significance values, and the source information (if necessary). It is left-justified in font size 10 with a spacing of 6 points before and 0 points after it. There is always a blank line before and after every table. No blank line after the table is needed in case it is followed by the next chapter.

Table 1. Means und standard deviations for purchased products after priming with positive and negative emotions listed for both gender

Priming	Male		Female	
	M	SD	M	SD
Positive emotions	45	4	54	3
Negative emotions	23	4	27	4

Note. *M* = mean; *SD* = standard deviation.

3.9 Header and Footer

Each header (no header on title page) contains the heading of the chapter left-justified. Page numbering follows right-justified on the same line as the heading of the chapter. Headers need to be separated from the page content through a horizontal line. Header and footer have 1.25 cm spacing to the margin above, respectively below.

3.10 Footnotes

Footnotes should only be used if information is important for the comprehension of the content. Footnotes are placed above the footer without any further spacing. Each footnote starts with a capital letter and ends with a full stop.

4 Citation

Each citation has to be verifiable and should be found in the references. Adopted ideas should be indicated as such; otherwise it is considered as plagiarism and will lead to the grade 1. Furthermore, this incident will be reported to the dean's office and the student might be expelled from university. Additionally, the student will be excluded from writing any other thesis/work at the department of Marketing.

4.1 Citation in the Text

No footnotes are used to indicate sources in the text. The source is referred to at the appropriate place in the text. The source comprises author, year of publication, and page numbering. The page indication "et seq." means "and the following page", and "et seqq." means "the following pages" (more than one). A reference to the entire work is only made when the entire work is meant (Homburg & Krohmer, 2006).

Authors handing in a scientific thesis at the IMU-Marketing must adhere to the citation guideline in this chapter (and in Chapter 7). The following citation guidelines are based on the APA (Publication Manual of the American Psychological Association, 2011, 6th edition). Should you need any further citation examples or information please look it up in the APA Manual.

4.1.1 One or Two Authors

The author-date method of citation requires that the surname of the author and the year of publication be inserted in the text at the appropriate point.

Example:

Choosing between needs may lead to a motivational conflict (Wright, 2006, p. 215).

Direct comparative advertising is especially effective if consumers are able and motivated to process the message (Hoyer & McInnis, 2009, p. 136).

If the author is mentioned in-text, only the year of publication and the page numbering appear in parentheses. In this case the "&" has to be replaced by an "and".

Pride and Ferrell (2013, p. 105) see the observer's bias as a problem of observation.

4.1.2 Multiple Authors

Authors are connected with “&” in parentheses.

Example:

A customer-oriented management has to be approached systematically (Homburg & Werner, 1998, p. 6).

If a source has up to five authors, these authors are listed in parentheses and again connected with comma and with an “&” prior to the last author. If there are more than two authors in the parentheses a comma is set prior to the “&”.

Example:

The dynamism of the external environment requires more flexibility on the part of companies (Pride, Ferrell, Lukas, Schembri, & Niininen, 2012, p. 9).

Any later citations of the same three to five authors in the text can be abbreviated with “et al.” after the first author.

Example:

The dynamism of the external environment requires more flexibility on the part of companies (Pride et al., 2012, p. 9).

If two references of more than three surnames with the same year shorten to the same form, the surnames of the first authors and of as many of the subsequent authors as necessary to distinguish the two references are cited, followed by a comma and “et al.”.

Example:

Both Ireys, Chernoff, DeVet, & Kim, 2001, and Ireys, Chernoff, Stein, DeVet, & Silver, 2001 shorten to Ireys et al., 2001. The sources are therefore abbreviated to Ireys, Chernoff, DeVet, et al. (2001) and Ireys, Chernoff, Stein, et al. (2001).

If there are six or more authors, only the first author with the add-on “et al.” is mentioned from the first citation on.

Example:

Firms may pick a price between the upper limit, which is determined by the relative value of a product, and the lower limit, which is determined by costs (Ingenbleek et al., 2003, p. 300).

If an author published more than one work in the same year, lower case letters starting with “a” are introduced after the year of publication (Chapter 7.1). In that case, the lower case letter needs to be added posterior to the year.

Example:

Loyalty discounts are typical relationship-oriented instruments, in which business relationships with customers are preferred to sales (Tietz, 2002a, p. 111).

4.1.3 More than One Source

If more than one author is quoted in the text, they should be listed alphabetically according to the order, in which they appear in the references, separated by a semi-column.

Example:

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

4.1.4 Groups as Authors

If groups are the authors of a source (companies, associations, authorities, student associations) their name has to be written out entirely when quoting that source for the first time. The name can be abbreviated for the following quotations. Note that in case its abbreviation is used for the following quotations, it must nevertheless provide sufficient information to clearly identify the source in the references.

Example for the first quotation:

The gross domestic product of Switzerland is currently 39'210 \$ per person (World Health Organisation [WHO], 2011, para. 1).

Example for the following quotations:

The current expense per person is 5'072 \$ (WHO, 2011, para. 1).

Note that the group name has to be written out in the references (e.g. World Health Organisation).

4.1.5 Authors with the Same Surname

If a reference list includes publications by two or more primary authors with the same surname, the first author's initials are included in all text citations, even if the year of publication differs.

Example:

References:

Light, I. (2006). ...

Light, M. A., & Light, I. H. (2008). ...

Text Cites:

Among studies, we review M. A. Light and Light (2008) and I. Light (2006).

Table 2. Citation Styles

Type of citation	First citation in text	Subsequent citations in text	Parenthetical format, first citation in text	Parenthetical format, subsequent citations in text
One work by one author	Walker (2007)	Walker (2007)	(Walker, 2007)	(Walker, 2007)
One work by two authors	Walker and Allen (2004)	Walker and Allen (2004)	(Walker & Allen, 2004)	(Walker & Allen, 2004)
One work by three authors	Bradley, Ramirez, and Soo (1999)	Bradley et al. (1999)	(Bradley, Ramirez, & Soo, 1999)	(Bradley et al., 1999)
One work by four authors	Bradley, Ramirez, Soo, and Walsh (2006)	Bradley et al. (2006)	(Bradley, Ramirez, Soo, & Walsh, 2006)	(Bradley et al., 2006)
One work by five authors	Walker, Allen, Bradley, Ramirez, and Soo (2008)	Walker et al. (2008)	(Walker, Allen, Bradley, Ramirez, & Soo, 2008)	(Walker et al., 2008)
One work by six or more authors	Wasserstein et al. (2005)	Wasserstein et al. (2005)	(Wasserstein et al., 2005)	(Wasserstein et al., 2005)

Groups (readily identified through abbreviation) as authors	National Institute of Mental Health (NIMH, 2003)	NIMH (2003)	(National Institute of Mental Health [NIMH], 2003)	(NIMH, 2003)
Groups (no abbreviation) as authors	University of Pittsburgh (2005)	University of Pittsburgh (2005)	(University of Pittsburgh, 2005)	(University of Pittsburgh, 2005)

4.1.6 Direct Quotation

Direct quotation should be used scarcely. It has to reproduce precisely the same words, orthography, and punctuation of the source, even in case of spelling mistakes. In that case, the expression “[*sic*]” is introduced right after the incorrect word. Direct quotations are enclosed by quotation marks if they are not longer than 40 words.

Example:

„Our results show that the success of pricing practices is contingent upon relative product advantage and competitive intensity“ (Ingenbleek et al., 2003, p. 300).

If the quotation appears in midsentence, end the passage with quotation marks, cite the source in parentheses immediately after the quotation marks, and continue the sentence. Use no other punctuation unless the meaning of the sentence requires such punctuation.

Example:

Interpreting these results, Robbins et al. (2003) suggested that the “therapists in drop-out cases may have inadvertently validated parental negativity about the adolescent without adequately responding to the adolescent’s needs or concerns” (p. 541), contributing to an overall climate of negativity.

Direct quotations with more than 40 words start on a new line and have to be emphasised by using an indent of 1.25 cm and single-spaced lines. Quotation marks can be omitted. At the end of a block quotation the quoted source and the page or paragraph number are cited after the final punctuation mark. If the quoted source is cited in the sentence introducing the block quote, only the page or paragraph number is needed at the end of the quotation.

Example:

Assuming rational adaptation, our observations suggest it is more appropriate to have higher levels of this dispersion in conditions of high market and technology-related uncertainty, industry sectors selling to business customers, smaller firms, firms emphasizing differentiation but not low-cost strategies, market-oriented firms, and firms with greater customer concentration. (Workman, Homburg, & Gruner, 1998, p. 37)

Changes on a quotation have to be marked. Omissions are indicated by an ellipsis in parentheses i.e. (...). If words are added for a better understanding, they should be placed within brackets [].

Example:

Examples of this [that pioneers need to invest extensive resources in market development] include intensive marketing and/or sales activities to attract customers to the new product (Homburg, Kuester, & Krohmer, 2009, p. 129).

4.1.7 Secondary Sources

Quotations are read and quoted from the original. In case the original is not available, it is exceptionally permitted to quote from second-hand. However, this needs to be indicated in the following way: First the primary source, second “as cited in” secondary source.

Example:

The multi-line system corresponds to Taylor’s idea of specification (1911) with the aim of distributing executive functions (as cited in Homburg & Krohmer, 2003, p. 153).

Note that in the references the secondary source is mentioned only, e.g. Homburg & Krohmer, 2003. Citations embedded within the original material that is quoted cannot be omitted. The works cited need not be included in the list of references, unless they are cited as primary sources elsewhere in the thesis.

4.1.8 Direct Quotations from Foreign Sources

Direct quoted foreign sources need to be translated and this should be mentioned in a footnote.

Example:

Homburg and Krohmer (2003, p. 31) define situational involvement as a „temporary interest in a reference object“.¹

4.1.9 Internet Sources

Internet sources are quoted with the authors of the article appearing first followed by the year of publication and page numbers. A lot of files do not have numbered pages. In case the electronic file provides paragraph numbering, this can be used instead of page numbering. Otherwise, the paragraph number is determined by counting paragraphs, the abbreviation “para.” is used.

Example:

“Empirical studies have found mixed results on the efficacy of labels in educating consumers and changing consumption behaviour” (Golan, Kuchler, & Krissof, 2007, para. 4).

4.1.10 Newspaper Print

The name of the author is cited first followed by the date of publication and the page number. If the author’s name is absent (or only his initials available) the newspaper’s name appears in the first place and the author can be omitted.

Example:

“Almost every third Swiss citizen, who has access to the Internet, uses such offers several times a week or more“² (Walder, 2011, p. 13).

“The sports section of a local newspaper, for example, can be combined with the economic part of an international and the political part of a national page“³ (NZZ, 2010, p. 11).

¹ Translated from German.

² Translated from German.

³ Translated from German.

5 Statistics

The presentation of results and its integration into the text are of great importance for empirical theses. Some examples will therefore be listed in the following passage. The “Publication Manual of the American Psychological Association” can provide you with further examples. When conducting an empirical thesis, the APA-manual is inevitable.

5.1.1 Means and Standard Deviations

Means and standard deviations are of the most frequently used descriptive statistics. They can either be presented in brackets or directly integrated into the text. Latin letters (e.g. *M*, *SD*, *SEM*) are always written in italic.

Examples:

The sample ($N = 261$) consists mainly of elderly people ($M = 59.61$, $SD = 8.34$).

The average age of participants was 59.61 years ($SD = 8.34$).

5.1.2 Significance Values

The p -value stands for the statistical significance. According to significance/non-significance the p -value has to be stated differently.

Examples:

Does a value turn out to be significant it is stated in the following way:

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

Does a value turn out non-significant it is stated in the following way:

$p = .74$

5.1.3 t-Tests

By means of a t -test group means can be compared. Furthermore, it can be decided if the compared groups differ significantly. Degrees of freedom, t -value, and significance level have to be reported.

Example:

In this sample a significance effect gender, $t(60) = 4.67$, $p < .05$, was found, where women scored higher than men.

5.1.4 ANOVAs

An ANOVA is used to compare multiple conditions. The ANOVA can be used when there is at least one independent variable with more than three levels and at least one dependent variable. F - and p -values are stated as well as within- and between group degrees of freedom.

Example:

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

5.1.5 Correlations

A correlation measures the relationship between two variables. The relationship is reported with the correlation coefficient r . The value of r lies between 1 and -1. The former indicates a perfect positive correlation, the latter a perfect negative correlation. Degrees of freedom and significance is stated in the text.

Example:

The variables X and Y correlate significant, $r(61) = .78, p < .05$.

6 Writing Style

Each text should be closed and complete. It is therefore advisable to peruse each sentence critically and to assure that it is formulated clearly. Indefinite statements should be explained. It is also important to be mindful that central thoughts should run like a red thread through the thesis.

Single chapters and paragraphs should be connected by meaningful transitions for promoting the reading flow. One sentence only includes one statement and each paragraph only deals with one thought. Paragraphs should not be longer than half a page, however, more than one sentence.

Terminology and abbreviations should be adapted to the target audience. Topic-specific abbreviations, which are not mentioned in the Oxford English dictionary, have to be explained in the index of abbreviations. Foreign words and foreign-language expressions should be used sparingly. Images, comparisons, and symbols must be used in a clear and comprehensible way.

In scientific theses, formulations such as “I”, “we”, or “you” should be avoided. Colloquial expressions and a casual tone are not part of a scientific thesis. Rhetorical periphrases such as “the only correct model”, “the most optimal approach”, or “an incredibly wrong approach” as well as adverbs like “of course” or “totally” must be avoided. In general, the writing style is matter-of-fact and impersonal.

Many theses include slips and careless mistakes. It is reasonable that at least another person proofreads the written thesis beside the own proofreading.

Long sentences should be avoided. Short sentences with a single statement are more comprehensible. Especially, complex issues should be clear and well-structured.

7 References

The references allow to clearly indicate a source, which is cited in the thesis. Additionally, it presents the used literature, which can be a sort of quality index for a scientific thesis. All sources, which are listed in the references, must be cited inside the text. The reference section is left-justified with the second line indented with 1.25. If you want to reference a source that is not listed in the following paragraphs, please get hold of the “Publication Manual of the American Psychological Association.”

7.1 General Rules for Citing References

The references must be arranged alphabetically and chronologically by authors. In case there are several works by the same author, the works are arranged by publication year starting with the oldest one. If several works by the same author were published in the same year, they should be differentiated by letters after the date and alphabetized according to the first word in the article title. There is a full stop after each source.

References with the same first author and different second or third authors are arranged alphabetically by the surname of the second author or, if the second author is the same, the surname of the third author, and so on. References by the same author (or by the same two or more authors in the same order) with the same publication date are arranged alphabetically by title (excluding *A* or *The*). Lower letters – *a*, *b*, *c* and so forth – are placed immediately after the year, within the parentheses. Arrange works by different authors with the same surname alphabetically by first initial.

Example:

Homburg, C. (1995a). ...

Homburg, C. (1995b). ...

Homburg, C., & Krohmer, H. (2003). ...

Homburg, C., Krohmer, H., Cannon, J. B., & Kiedaisch, I. (2001). ...

Homburg, C., Krohmer, H., Kiedaisch, I., & Cannon, J. B. (2002). ...

7.2 Citation of Books with One or More Authors

Authors are mentioned with last name and initials followed by the year of publication, book title in italics, edition (if there is more than one), place of publication, and publisher name. If the number of authors is eight or more, the first six authors' names are included, then three

ellipsis points are inserted, and the last author's name is added. The following can be used as a template:

Author, A. A., Author, B. B., & Author, C. C. (Year). *Title of book: incl. subtitle* (ed.). Place of Publication: Publisher.

Example:

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

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

7.3 Citation of Periodicals with One or More Authors

Authors are listed with first and last name followed by the year of publication, article title, unabbreviated name of periodical and volume number both in italic, issue number (if available), 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

Herbst-Damm, K. L., & Kulik, J. A. (2005). Volunteer support, marital status, and the survival times of terminally ill patients. *Health Psychology*, 24, 225-229.

7.4 Citation of Collected Editions

The following format can be used as a template: Name, Initials., & Name, Initials. (Year). Title of chapter or entry. In A. Editor, B. Editor, & C. Editor (Ed./Eds.), *Title of book* (pp. xxx-xxx). Location: Publisher.

Example:

Tam, L., Wood, W., & Mindy F. J. (2009). Brand loyalty is not habitual. In D. J. MacInnis, C.W. Park, & J.R. Priester (Eds.), *Handbook of brand relationships* (pp. 43-62). Armonk (N.Y.): M.E. Sharpe.

7.5 Newspaper Article

The author is listed with last name and initials followed by publication date, name of the article, name of the newspaper (in italic) and finally the page number (p. or pp.).

Example:

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

7.6 Citation of Internet Sources

Note that when citing internet sources, only officially accepted websites should be used. Authors are listed with last name and initials followed by the year of publication, article title, and the URL. Prior to the URL address the phrase “Retrieved from” is to write. Paragraphs as well as the date of retrieval can be omitted in the reference section.

7.6.1 Electronic Version of Print Book

Authors are listed with last name and initials followed by the year of publication, book title (in italics), and the URL.

Example:

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

7.6.2 Online Periodical Article

Authors are listed with last name and initials followed by the year of publication, article title, unabbreviated name of periodical in italics, volume number, issue designation in parentheses right after the volume number, and the URL.

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). Retrieved from <http://www.zfb-online.de/>

7.6.3 Newspaper Online

Electronical newspaper start with the name of the author followed by the date of publication, the title of the article, the name of the newspaper (*italic*), and the URL.

Example:

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

7.6.4 Document of a Website from the Government or University

The name of the institution is listed followed by the year of publication, document title in *italic*, document number, and the URL.

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). Retrieved from http://www.nhlbi.nih.gov/health/prof/lung/asthma/asth_sch.pdf

7.6.5 Published Report on a Weblog (Blog)

Authors are listed with last name and initials followed by the date of publication, report title, description of the report in parentheses, and the URL.

Example:

Dean, J. (2008, May 7). When the self emerges: Is that me in the mirro? [Web log comment]. Retrieved from <http://www.spring.org.uk/the1sttransport>

8 Appendix

An appendix is reasonable if extensive findings (e.g. literature tables) are presented, however they are not very relevant for the comprehension of the text. Each appendix should be numerated with a capital letter (e.g. Appendix A, Appendix B and so on) but the single appendix-items don't have to be listed several times in the table of contents. For a single appendix a numeration with capitals is used. Text, which is not presented in the main part of the thesis because of extent restrictions, doesn't belong into the appendix. It either has to be reduced or deleted. Examples for appendices are illustrations of the research design or literary tables.

9 Declaration of Independence

In a master's or bachelor's thesis, the candidate has to include a written declaration with the following content (without the words "individual work" or "group work"):

Declaration of Independence Individual Work

I hereby declare that I have written this thesis without any help from others and without the use of documents and aids other than those stated above. I have mentioned all used sources and cited them correctly according to established academic citation rules. I am aware that otherwise the Senate is entitled to revoke the degree awarded on the basis of this thesis, according to article 36 paragraph 1 letter o of the University Act from 5 September 1996.

Place, date

Signature of the author of the master's or bachelor's thesis

Declaration of Independence Group Work

We hereby declare that each of us has contributed their part to this thesis without any help from others. Furthermore, we declare that we have written it without the use of aids other than those stated above. We have mentioned all used sources and cited them correctly according to established academic citation rules. We are aware that otherwise, according to the University Act, the Senate is entitled to revoke the degree awarded on the basis of this thesis.

Place, date

Signature of the author of the master's or bachelor's thesis

10 Further Literature

Apart from these formal guidelines for writing scientific theses, further relevant literature can be consulted. The latter may answer various questions concerning the creation of a thesis.

In particular, the following work may be useful for the formal organisation (in-text referencing, references and reporting statistics) of a scientific thesis:

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

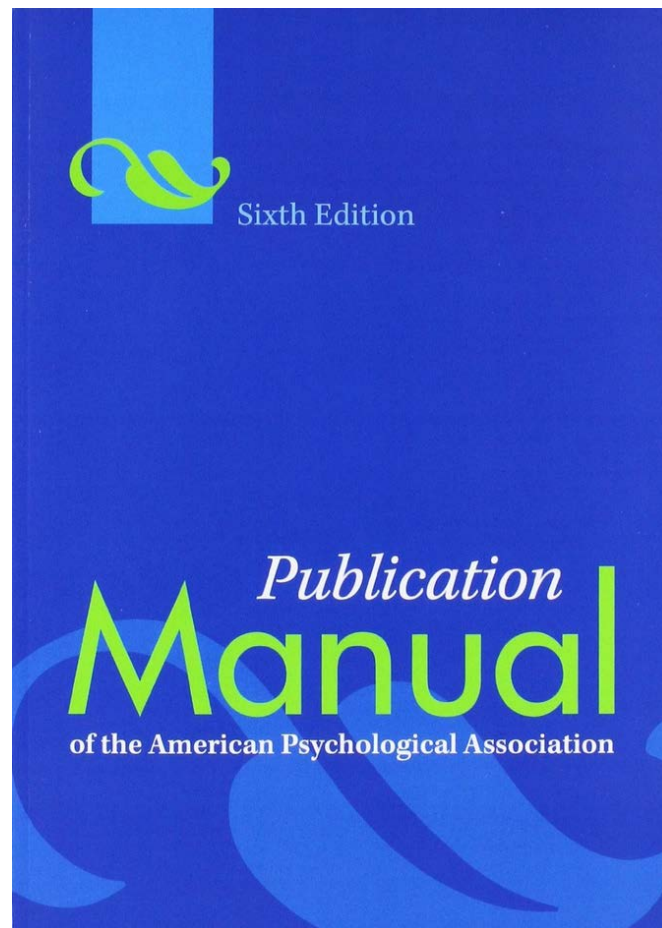


Figure 7. Publication Manual of the Americal Psychological Association

11 Submission of Scientific Theses

All written theses are submitted in a bound form as a single exemplar to the secretary or to the respective supervisor. Only black or silver metal and no plastic rings are used for the binding of the thesis (see Figure 7). The thesis should be printed one-sided.

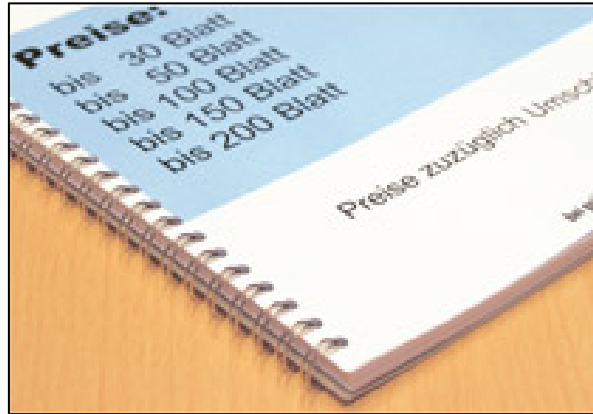


Figure 8. Metal ring binding (Copy Clara 2010).

The front cover is of matt-transparent plastic (see Figure 8) and the back cover of dark colour (grey or black).



Figure 9. Matt, transparent front cover (Renz International 2009).

The thesis is printed on paper with a quality of 100 g/m^2 . Additionally, the thesis is submitted in a Word- and pdf-file (thesis as single, complete file with all indices, covers, main part, and appendices) on CD-ROM or memory stick.

12 Evaluation Criteria of a Scientific Thesis

Overall assessment of the thesis (summed up to a third each with conceptual structure, formal aspects, and with regard to content):

12.1 Conceptual Structure

- Quality of the exposé (if required)
- Structure of the thesis
- Thematic coverage: Broadness and profoundness
- Weighting of conceptual background and main part
- Thematic coherence/central theme, “red thread”
- Theoretical foundation of the thesis and application of theories on the topic

12.2 Formal Aspects

Language:

- Comprehensibility
- Style (scientific language)
- Readability (e.g. complete paragraphs)
- Reader guidance/thought flow
- Orthography (e.g. no grammatical, spelling or typing mistakes)

Formal Layout

- Appearance (guidelines)
- Quotation and references
- Accuracy
- Formal quality of figures and tables
- Integration of tables and figures, explanation in text

12.3 Content Aspects

Literature

- Quantity and quality (reviewing relevant, international literature)

Critical Reflection

- Own, independent definition of the thesis
- Critical reflection of existing literature (not simply adopted without any further thoughts)
- Stringency of argumentation (intersubjective comprehensibility)
- Own, independent research outlook
- Own, independent conclusion

Novelty of Content

- Novelty content of the thesis
- Originality of the thesis

Topic

- Difficulty of the topic
- Problem outline of the topic/thesis – existence of the understanding of a problem
- Practical and scientific relevance