

**Guidelines  
for the preparation of  
Bachelor, Master, Diploma theses  
and Seminar papers**

**at the**

**Chair of  
Business-to-Business Marketing, Sales & Pricing**

**Prof. Dr. Dr. h.c. mult. Christian Homburg**

**As of November 2017**

## 1. Copies and files to submit

Two copies of the seminar paper, bachelor, master or diploma thesis have to be handed in in written form at the office of the chair or to the respective adviser. Additionally, all written papers have to be handed in in digital form on CD as a MS-Word file for Windows. The CD has to contain the entire paper as a single, complete file (cover sheet, table of contents, text, appendix).

Moreover, in order to enable us to check for plagiarism an anonymous copy in the form of a MS Word file for Windows has to be submitted as well. It should not contain any personal data (e.g. name, address or student ID). If such a copy will not be submitted, our chair cannot guarantee an anonymous check for plagiarism.

In case of an empirical quantitative diploma thesis the collected data set has to be handed in in SPSS or Excel format for Windows in addition to the hard copies and the CD. In case of an empirical qualitative diploma thesis, transcripts or summaries of the interviews have to be handed in as well. Corresponding data sets (e.g. surveys) also have to be submitted.

## 2. Language

All papers can be written in either German or English.

## 3. Length

The following lengths are recommended for papers and theses (excluding tables of contents and appendices):

- Bachelor thesis: 20 pages (exceedance or shortfall of more than 10% is unacceptable and will result in a lower grade)
- Seminar paper: 15-20 pages
- Master/Diploma thesis: 40-100 pages (depending on the topic)

## 4. Page layout

Format: A4; margins:

- top: 2.5 cm; left: 2.5 cm; right: 2.5 cm
- bottom: 2.0 cm

## 5. Font, line spacing, layout

The paper should be written in font type “Times New Roman“. The font size of text, table of contents etc. must be 12 points except for footnotes. Those must be in font size 10. For chapter and paragraph headers the font size and type can be varied to illustrate the organizational structure of the paper (at least font size 12 though). For figures and tables the font size has to be at least 10 points.

There has to be a 1.5-fold line spacing. Footnotes should be single spaced. Paragraphs should be separated visually by an extra line. A paragraph corresponds to one train of thought. Paragraphs have to be formatted in justification and need to consist of at least two sentences.

## 6. Table of contents and structure

The structure has to be carried out in numerical order based on the gradation principle. **Each substructure should contain at least two bullets.** The chapters and paragraphs have to be balanced and accurately separated. The length of a paragraph should reflect its contribution in answering the research questions of the paper. Do not number list of tables, figures etc..

The pages with the list of figures, list of tables and list of abbreviations and the pages of the table of contents should be consecutively numbered with Roman numerals starting with numeral I. A list of abbreviations is only required if abbreviations that aren't listed in the Duden are used. The same applies to papers written in English, e.g. for the Oxford Dictionary.

The pages with the actual text, appendix, bibliography and statutory declaration should be numbered with Arabic numerals. The text begins on page 1.

Figure 1 illustrates a simplified version of a table of contents.

## Table of contents

<b>List of figures</b> .....	<b>IV</b>
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Figure 1: Illustration of a table of contents

## 7. Figures and tables

Figures and tables have to be numbered and have to carry a title. The numbering can be either consecutive or refer to the respective chapter.

### Examples:

Figure 3-1: Overview of behavioral scientific theories

*or:*

Figure 12: Overview of behavioral scientific theories

If figures and tables are adopted without modifications from another source, the source has to be listed as well. Figures and tables that were developed by the author should not be labeled with “own illustration”. If figures and tables are presented in modified form, the original source has to be highlighted by adding the phrase „based on ”.

If multiple empirical studies are discussed within the framework of the paper, the preparation of an adequate literature table is recommended. Item 17 of this guideline exemplifies the composition of such tables.

Figures and tables have to be integrated into the text if they are related to it. They have to be referred to within the text. Extensive illustrations such as surveys, legal texts etc. have to be listed in the appendix.

## 8. Citations

Every citation has to be verifiable and ideas of others have to be clearly highlighted. Sources have to be indicated within the text. Do not use footnotes.

### **Examples:**

The focus of the papers is the empirical determination of the impact of price promotions on end users (Gedenk 2002, pp. 21).

It is very likely that a satisfied customer will choose the same supplier again (Fornell 1992, pp. 8; Herrmann 1995, p. 238).

This procedure has to be used if there are no more than three authors. In case of four or more than four authors, only the first one will be mentioned with the addition “et al”. The page number doesn’t need to be indicated if one refers the entire paper or entire article.

Literal quotes have to be labeled with quotation marks. Page references are mandatory for printed texts.

**Examples:**

“It is recommendable to complement conjoint analysis with other methods (e.g. expert interviews, price experiments, direct customer surveys) when determining price-demand functions” (Homburg 2012, p. 685).

Omissions in citations have to be indicated by three consecutive dots (...). Additions have to be put in square brackets [ ].

**Examples:**

“It is recommendable to complement conjoint analysis with other methods (...) when determining price-demand functions” (Homburg 2012, p. 685).

“It is recommendable to complement conjoint analysis with other methods (e.g. expert interviews, price experiments, direct customer surveys) when [empirically] determining price-demand functions” (Homburg 2012, p. 685).

References from other sources have to be placed at the end of the thought that has been taken from that source. If an entire paragraph reflects the thought of a specific source, the source has to be included at the end of that paragraph.

**Remarks for translations:**

*If the paper is written in English the following characteristics apply for citations:*

- *Homburg and Klarmann 2010 instead of Homburg/Klarmann 2010*
- *Homburg, Koschate, and Hoyer 2005 instead of Homburg/Koschate/Hoyer 2005*
- *“e.g.” instead of “z.B.”*
- *p. x instead of S. x*
- *pp. x instead of S. x f. / ff.*

## 9. Bibliography

The bibliography has to list authors in alphabetical and chronological order. Hence, if several works of an author are used they have to be ordered based on the year of publication, beginning with the oldest work. If several literary works of an author are used from the same year, a lowercase letter has to be inserted behind the year, beginning with letter "a".

If an author has written works in collaboration with several other authors, those works have to be listed in the bibliography subsequent to his or her individual publications. At first, works with one coauthor are cited in alphabetical and chronological order, then those with two coauthors and so on.

### **Example:**

Homburg, Christian (1991), ...

Homburg, Christian (1995a), ...

Homburg, Christian (1995b), ...

Homburg, Christian, Bucerius, Matthias (2005), ...

Homburg, Christian, Giering, Annette (1996), ...

Homburg, Christian, Klarmann, Martin (2006), ...

Homburg, Christian, Droll, Mathias, Totzek, Dirk (2008), ...

Homburg, Christian, Artz, Martin, Wieseke, Jan, Schenkel, Bernhard (2008) ...

Journals, books, dissertations etc. are not listed separately.

**Examples for citing books:**

Barney, Jay B. (2006), *Gaining and Sustaining Competitive Advantage*, 3<sup>rd</sup> edition, Upper Saddle River, NJ.

Homburg, Christian (2012), *Marketing management: Strategy – Instruments – Implementation – Management*, 4<sup>th</sup> edition, Wiesbaden.

**Examples for citing journals:**

Homburg, Christian (1991), Cross-Validation and Information Criteria in Causal Modeling, *Journal of Marketing Research*, 28 (May), 137-144.

*or:*

Homburg, Christian, Baumgartner, Hans (1995), Evaluation of causal models – Baseline study and application recommendations, *Marketing – Journal of Research and Practical Experience*, 17, 3, 162-176.

*Note: For several journals, particularly the Journal of Marketing, Journal of Marketing Research and Journal of Consumer Research, it is more common to indicate the month rather than the number of the edition.*

**Example for citing collected editions:**

Homburg, Christian, Becker, Annette, Hentschel, Frederike (2008), The relationship between customer satisfaction and customer loyalty, in: Bruhn, Manfred, Homburg, Christian (ed.), *manual customer loyalty management*, 6<sup>th</sup> edition, Wiesbaden, 103-134.

**Example for citing internet sources:**

Federal Statistical Office (2008), consumer price index for Germany: long rows beginning 1948, URL: <https://www-ec.destatis.de/csp/shop/sfg/bpm.html> [12.09.2008].

*(Date in square brackets = release order date)*



In the case of sources with unknown authors state N.N. (Nomen nescio).

**Example:**

N.N. (2007), Higher price, higher rates, Wirtschaftswoche, 19, 103.

*If the paper is written in English the following characteristics apply for citations:*

- ed. (for one editor) or eds. (for several editors) *instead of* Hrsg.
- 3<sup>rd</sup> edition *instead of* 3. Auflage
- When citing books bound in the USA, the location, with exception of New York, has to be accompanied by the acronym of the respective state, e.g. Upper Saddle River, NJ or San Francisco, CA.

The bibliography of papers written in English can also be prepared using the standards of the *Journal of Marketing*.

## 10. Statutory declaration

A statutory declaration is not necessary for seminar papers.

The diploma thesis has to include a signed written declaration with the following content:

“I assure that I have written this diploma thesis without the help of third parties and without the usage of sources other than the ones stated. I clearly highlighted all parts that I had adopted literally or with regards to content from other sources. This paper has not been presented in this exact or a similar form to any other examination authority.”

Place, Date

Name of the author

The bachelor's or master's thesis has to include a signed written declaration with the following content:

“Herewith I assure that I have written this paper myself and that I didn't make use of the help of third parties. I also assure that this paper or parts of it haven't been handed in elsewhere as a performance record neither by myself nor by someone else. Literal or corresponding adoptions from other writings and publications in printed or electronic form are highlighted. Secondary literature and other sources are provided and listed in the bibliography. The same applies to graphic illustrations and images as well as to all internet sources.

I also agree that my paper can be forwarded and saved anonymously in electronic form in order to check it for plagiarism. I am aware that the paper might not be corrected if the declaration is missing.”

Place, Date

Name of the author

## 11. Plagiarism

Writing seminar papers, bachelor's, master's or diploma theses at our chair is based on mutual trust. You obligate yourself to generate this academic record independently and without the assistance of third parties. Sentences and texts adopted from other sources have to be cited. If the origin of such sources is not provided, especially of those accessible through the internet, they are considered plagiarism.

In case of plagiarism the chair reserves the right to refrain from evaluating the entire or parts of the paper. By submitting your paper to our chair you accept those rules and agree to an analysis of the paper through plagiarism detection software.

## 12. Lock flag

When papers are written in cooperation with a company, cooperation partners may request a nondisclosure agreement. In that case a lock flag, geared to the following text, should be handed in along with the paper.

“The following diploma thesis contains confidential information. As a result, it cannot be made accessible to public. In order to fulfill this requirement, the following lock flag has to be complied with: this diploma thesis has been written for internal purposes of company xyz. As a result, a publication of this diploma thesis requires an explicit approval of company xyz. In accordance with the examination regulations necessary to graduate from the University of Mannheim, one copy of the paper will be kept and shut away at the supervising chair. The paper cannot be made accessible to third parties.“

### **13. Further information for writing a bachelor thesis**

The board of examiners of the degree program Bachelor of Science (B.Sc.) in business administration issued a “bulletin for writing a bachelor thesis”. It includes further information. However, with respect to the formal layout, the requirements of the chair have to be fulfilled.

### **14. Further reading**

This document lists formal guidelines for the preparation of scientific papers. In addition to those guidelines, one has to point to other relevant literature that should be used to answer several questions when preparing a written assignment. Exemplarily, we refer to the following work.

Theisen, Manuel R. (2008), *Scientific Works: Technics – Methodology – Form*, 14<sup>th</sup> edition, Munich.

## 15. Example: Title page in German

*Falls Seminar: Titel des Seminars*

*Titel*

*der Bachelor-, Seminar-, Master- oder Diplomarbeit*

/

*Falls Master-/Diplomarbeit:  
zusätzlich englischer Titel der Arbeit*

Bachelor- / Seminar- oder Master-/Diplomarbeit

vorgelegt am

Lehrstuhl für Business-to-Business Marketing, Sales & Pricing

Prof. Dr. Dr. h.c. mult. Christian Homburg

Betreuer:

*Titel, Name des Betreuers*

Universität Mannheim

*FSS/HWS 20XY/XZ*

von

cand. rer. oec. (bei Diplom) / cand. M.Sc. (bei Master)  
Kandidat im Studiengang „Bachelor of Science“ BWL (bei Bachelor)

*Vorname Name*

*Matrikelnummer*

*Anschrift*

*Tel.*

*E-Mail*

Mannheim, im *Monat Jahr*

## 16. Example: Title page in English

*In case of a seminar: Title*

*Title*

*of the bachelor thesis, seminar paper or master thesis*

Seminar Paper / Bachelor Thesis / Master Thesis

Chair of Business-to-Business Marketing, Sales & Pricing

Prof. Dr. Dr. h.c. mult. Christian Homburg

Advisor:

*Advisor's Name*

University of Mannheim

*Spring term / Fall term 20XY/XZ*

by

*First and last name*

*Student ID-number*

*Address*

*Telephone*

*E-Mail*

*Mannheim, Month Year*



**17. Example: possible structure of literature tables**

Author(s) (year)	Theoretical principles	Independent variables	Dependent variables	Empirical basis		Crucial findings
				Data basis	Methods of analysis	
Yadav/ Monroe (1993)	Prospect theory, Mental Accounting	Discounts on unit prices, additional discount on bundle	perceived transaction benefit	Experiment: 252 students (undergraduate)  Product: traveling bag, suitcase	Analysis of variance	<ul style="list-style-type: none"> <li>▪ The influence of discounts of individual products (bought separately) on the perceived transaction benefit is smaller than the influence of an additional discount of the bundle.</li> <li>▪ ...</li> </ul>

Author(s)	Theoretical principles	Data basis and methods of analysis	Industry (product)	Independent variable(s)	Dependent variable(s)	Crucial findings
Maxwell (2002)	Attribution theory, cognitive dissonance theory	Experiment 1: <ul style="list-style-type: none"> <li>• Marketing students (n<sub>1</sub>=393)</li> <li>• Causal analysis</li> </ul>	Aviation (flight tickets)	<ul style="list-style-type: none"> <li>• Reference price (equal/smaller than actual price)</li> <li>• Supplier power (low/high)</li> </ul>	<ul style="list-style-type: none"> <li>• Perceived price fairness</li> <li>• Attitude toward supplier</li> <li>• Purchase intention</li> </ul>	<ul style="list-style-type: none"> <li>• An indirect positive relationship exists between perceived price fairness (actual price is equivalent to reference price) and purchase intention: initially, perceived price fairness positively affects perceived fairness of price determination, which in turn exerts a positive influence on the attitude toward the supplier.</li> <li>• ...</li> </ul>