As of May 2024

Guidelines for the

Preparation of Academic Papers

at the

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

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

1. Copies and Files to Submit

Two copies of the seminar paper, bachelor's thesis, or master's thesis must be submitted in printed and bound form at the office of the chair or to the respective advisor. Additionally, all written papers must be submitted in digital form as a PDF file on an electronic data carrier (e.g., CD or USB stick). The data carrier must contain the entire paper as a single, complete file (cover sheet, table of contents, text, appendix).

Moreover, an anonymous version must be submitted as a Word file for a plagiarism check. It should not contain any personal data (e.g., name, address, or student ID). If such an anonymized version is not submitted, our chair cannot guarantee an anonymous check for plagiarism.

In case of an empirical quantitative thesis, the collected data set must additionally be submitted in SPSS or Excel format. In the case of an empirical qualitative thesis, transcripts or summaries of the interviews must also be submitted. Corresponding data sets (e.g., questionnaires) must also be submitted.

2. Language

All papers can be written in either German or English in consultation with the respective supervisor.

3. Length

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

- Bachelor's 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's thesis: 40-100 pages (depending on the topic)

4. Page Layout

Format: DIN 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 in the text, table of contents, etc., must be 12 points. Exceptions to this are footnotes, for which a font size of 10 points must be used. For chapter and paragraph headings, the font size and type can be varied to illustrate the organizational structure of the paper (but at least font size 12). For figures and tables, the font size has to be at least 10 points.

The work (text, table of contents, etc.) should be written in 1.5-line spacing. Footnotes are to be written in single-line spacing. A blank line must be inserted before paragraphs. One paragraph corresponds to one line of thought. Paragraphs are to be formatted in justification and must consist of at least two sentences.

6. Table of Contents and Structure

The outline must be in numerical order according to the principle of gradation. Each substructure should contain at least two bullet points. The individual chapters and paragraphs should be balanced and accurately separated. The length of a paragraph should reflect its contribution to answering the research questions of the paper. Do not number list of tables, figures, etc.

The pages with the table of contents, list of figures, list of tables, and list of abbreviations should be numbered consecutively in Roman numerals starting with numeral I. A list of abbreviations is only necessary 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 of the paper begins on page 1.

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

Table of Contents

Figure 1: Illustration of a table of contents

7. Figures and Tables

Figures and tables must be numbered and carry a title. The numbering can either be continuous 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, the source must also be cited. Figures and tables developed by the author should not be labeled with the addition "own presentation". If figures and tables are presented in a modified form, the original source must be highlighted by adding the phrase "based on".

If multiple empirical studies are discussed in the context of the work, the preparation of an adequate literature table is recommended. Examples of the structure of such tables can be found under point 18 of this guideline.

Figures and tables are to be integrated into the text if they are related to the text. They must be referred to in the text. Extensive illustrations, such as questionnaires, legal texts, etc., should be placed in the appendix.

8. Citations

Every citation must be verifiable, and ideas of others must be clearly highlighted. Sources must 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 must be used for up to three authors. In case of four or more authors, only the first one is mentioned with the addition “et al.”. The page number may be omitted if the entire paper or entire article is referenced.

Literal quotations are to be placed in quotation marks. Page references are mandatory for printed texts.

> **Example**:
>
> „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 must 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).

The citation is to be inserted at the end of the thought taken from this source. If an entire paragraph reflects the idea of a particular source, the citation should be included at the end of the 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 must be arranged alphabetically and chronologically by author. If several works by the same author are used, they are sorted according to the year of publication, starting with the oldest work. If several works by the same author from the same year are used, lower-case letters starting with "a" are inserted after the year.

If an author has written a work in collaboration with several other authors, this work must be included in the bibliography following his/her individual publications. First, the works with one co-author are cited in alphabetical and chronological order, then those with two co-authors etc.

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, 3rd edition, Upper Saddle River, NJ.

Homburg, Christian (2012), Marketing management: Strategy – Instruments – Implementation – Management, 4th 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 some 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, 6th 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.
- *3rd 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 for papers written in English can also be prepared using the standards of the *Journal of Marketing* or *American Marketing Association (AMA)*.

10. Statutory Declaration

A statutory declaration is not necessary for seminar papers.

In bachelor's and master's theses, a written declaration with the following content must be included and signed. According to the rules set forth by the examination committee, the German version also applies to English-language work:

„Hiermit versichere ich, dass diese Abschlussarbeit von mir persönlich verfasst wurde und dass ich keinerlei fremde Hilfe in Anspruch genommen habe, die nicht aus meinen Angaben ersichtlich wird. Ebenso versichere ich, dass diese Arbeit oder Teile daraus weder von mir selbst noch von anderen als Leistungsnachweise andernorts eingereicht wurden. Wörtliche oder sinngemäße Übernahmen aus anderen Schriften und Veröffentlichungen in gedruckter oder elektronischer Form sind gekennzeichnet. Sämtliche Sekundärliteratur und sonstige Quellen sind nachgewiesen und in der Bibliografie aufgeführt. Das Gleiche gilt für graphische Darstellungen und Bilder sowie für alle Internet-Quellen und von KI-basierten Anwendungen generierte Antworten. Ich bin ferner damit einverstanden, dass meine Arbeit zum Zwecke eines Plagiatsabgleichs in elektronischer Form anonymisiert versendet und gespeichert werden kann. Mir ist bekannt, dass von der Korrektur der Arbeit abgesehen werden kann, wenn diese Erklärung nicht erteilt wird.“

Place, Date

Name of the author

Below, you may find the English translation of the statutory declaration. However, this is not to be used for your work.

"I hereby declare that I have written this thesis myself and that I have not used any outside help that is not apparent from the information I have provided. I also assure that this thesis or parts thereof have not been submitted by myself or by others as a performance record elsewhere. Literal or analogous adoptions from other writings and publications in printed or electronic form are marked. All secondary literature and other sources are identified and listed in the bibliography. The same applies to graphical representations and images as well as to all internet sources and answers generated by AI-based applications. I further agree that my work may be sent and stored anonymously in electronic form for the purpose of plagiarism checking. I am aware that correction of the work may be waived if this declaration is not given."

11. Plagiarism

Writing bachelor's theses, seminar papers, or master's 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 must be cited. If the origin of such sources is not provided, especially those accessible online, 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 work to our chair, you accept these rules and agree to an analysis of the paper through plagiarism detection software.

12. Guidelines for the Use of AI-based Applications

The chairs of the Area Marketing & Sales at the University of Mannheim have jointly agreed that AI-based applications are allowed as a permitted tool for scientific work (bachelor's theses, master's theses, seminar theses). However, the use of such tools will only be allowed under certain conditions. The following guidelines apply:

- **You are responsible for the results and what you submit to your examiners**. If AI-based applications provide erroneous information, it is your responsibility to recognize this and deal with it before submitting your results for grading.
- AI-based applications must **not be used as a stand-alone source**. Even if you use such applications, for example, to generate ideas, the actual content of your work must be substantiated by reputable and, above all, scientific sources.
- According to the examination regulations, you are obliged to **indicate all auxiliary materials used**. Therefore, the use of AI-based applications must be made recognizable. The statutory declaration, which you must submit with every academic paper, has also been amended to include AI tools. You may find it in the guidelines for the preparation of academic papers.

- If AI tools are used, the academic paper must contain a **reflection section** stating which AI tool was used for which purpose and in which section of the paper. Furthermore, the exchange with the respective AI and the quality of the results must be critically reflected, classified, and evaluated. The reflection part is to be placed in the appendix of your academic paper and must be between two and three pages long. These pages are not included in the page limit of the scientific work. Please adhere to the formal guidelines that apply to the rest of your work. The reflection section is an additional criterion in the evaluation of your work.
- Where applicable, you must **document and submit any queries ('prompts') as well as chat histories** with AI-based applications. This can be done in consultation with your respective supervisor in the form of a separate file or in the (digital) appendix of your work. The prompts and chat histories are to be placed behind the reflection section and submitted in chronological order, according to the corresponding text passages in your paper. They are to be labeled in such a way that a clear assignment to the respective text passages is possible.
- A violation of these requirements constitutes academic misconduct, which can be sanctioned according to the **regulations of the misconduct paragraph of the respective examination regulations**.

In general, it must be noted that many AI-based applications do not comply with the data protection requirements of the University of Mannheim or the GDPR. If you decide against using AI tools for data protection or other reasons, you will not suffer any disadvantage.

For further information and recommendations for the use of AI in academic research, please refer to the document “Guidelines for the Use of AI Tools in the Area Marketing & Sales” published on the chair’s website.

13. 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 bachelor’s thesis/seminar paper/master’s thesis contains confidential information. As a result, it cannot be made accessible to the public. In order to fulfill this requirement, the following lock flag has to be complied with: This bachelor’s thesis/seminar paper/master’s thesis has been written for internal purposes of company xyz. As a result, a publication of this bachelor's thesis/seminar paper/master's 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.“

14. Further Information for Writing a Bachelor's Thesis

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

15. 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, 14th edition, Munich.

16. Example: Title Page in German

Falls Seminar: Titel des Seminars

Titel
der Bachelor-, Seminar-, oder Masterarbeit

Bachelor-, Seminar-, oder Masterarbeit

vorgelegt am

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

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

Betreuer/Betreuerin:
Titel, Name des Betreuers / der Betreuerin

Universität Mannheim

FSS/HWS 20XY/XZ

von

cand. M.Sc. (bei Master)
Kandidat*in im Studiengang „Bachelor of Science" BWL (bei Bachelor)
Vorname, Name
Matrikelnummer
Anschrift
Tel.
E-Mail
Mannheim, im *Monat Jahr*

17. Example: Titel Page in English

In case of a seminar: Title

Title

of the bachelor's thesis, seminar paper or master's thesis

Seminar Paper / Bachelor' Thesis / Master's 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*

UNIVERSITY OF MANNHEIM
Business School

18. Example: Possible Structure of Literature Tables

Author(s) (year)	Theoretical principles	Independent variables	Dependent variables	Empirical basis: Data basis	Empirical basis: Methods of analysis	Crucial findings
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	▪ 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. ▪ …

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: • Marketing students (n_1=393) • Causal analysis	Aviation (flight tickets)	• Reference price (equal/smaller than actual price) • Supplier power (low/high)	• Perceived price fairness • Attitude toward supplier • Purchase intention	• 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. • …

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