

**Guidelines
for the Formal Preparation of
Academic Writings**

at

**Dr. Werner Jackstädt Endowed Chair
of Business Administration and Marketing IV
Prof. Dr. Florian Kraus**

Status: February 2013



1. Language

The Bachelor-, Seminar-, Master-, and Diploma Theses shall be either written in German or English language.

2. Extent

For Bachelor-, Seminar-, Master-, and Diploma Theses the following length is recommended (including tables/figures; excluding references/appendices):

- Bachelor/Seminar Theses: 20 pages
- Master/Diploma Theses: ≥ 45 pages

Please note that any theses, which exceeds or falls below the recommended length by more than 10% leads to a decrease in grading.

3. Page Layout

- Format: DIN A4
- Top Margin: 2.5 cm
- Bottom Margin: 2.0 cm
- Left Margin: 2.5 cm + 1 cm inner margin
- Right Margin: 2.5 cm
- Font: Times New Roman, 12 point, full justification
- Line Spacing: 1.5 for main text, single-spaced for footnotes
- Page Number: Bottom of the page in the center (no page number on the first page)
- Paragraph Format: Full justification (with syllabification)

4. Structure

The structure has to follow a numerical order. Each sub-categorization has to be composed of at least two paragraphs. The length of each paragraph should reflect its importance for answering the addressed research gaps. For paging, please use Arabic numerals only for your main text.

Please use Roman numerals for the following contents:

- Table of contents
- List of abbreviations (Abbreviations listed in official dictionaries shall be exempted)
- List of tables
- List of figures
- List of references

- Appendices
- Affidavit

An abstract at the beginning of the theses is not necessary.

Figure 1 shows a simplified, exemplary table of contents, which shall be adapted individually.

Table of Contents	
List of Figures	III
List of Tables	IV
1. Introduction	1
2. Conceptual foundations of the Research Endeavour	5
2.1 Literature review of XY	5
2.1.1 Research Area A	7
2.1.2 Research Area B	12
2.2 Literature Review of Z	16
3. Research Methodology	25
4.
5. Conclusion and Implications	55
References	V
Appendices	VI
Affidavit	VII

Figure 1: Illustration of an exemplary table of contents

5. Headlines

Headlines of main chapters shall be in **bold font** whereas headings of sub-chapters shall be in **bold font** as well as *in italics*. Please write 3rd order sub-headlines *in italics* and note that for all headings Times New Roman, font size 12 shall be applied. Moreover, please choose a break of 12 point before and after every headline.

Please find an example of the adequate formatting of headlines in the following figure 2.

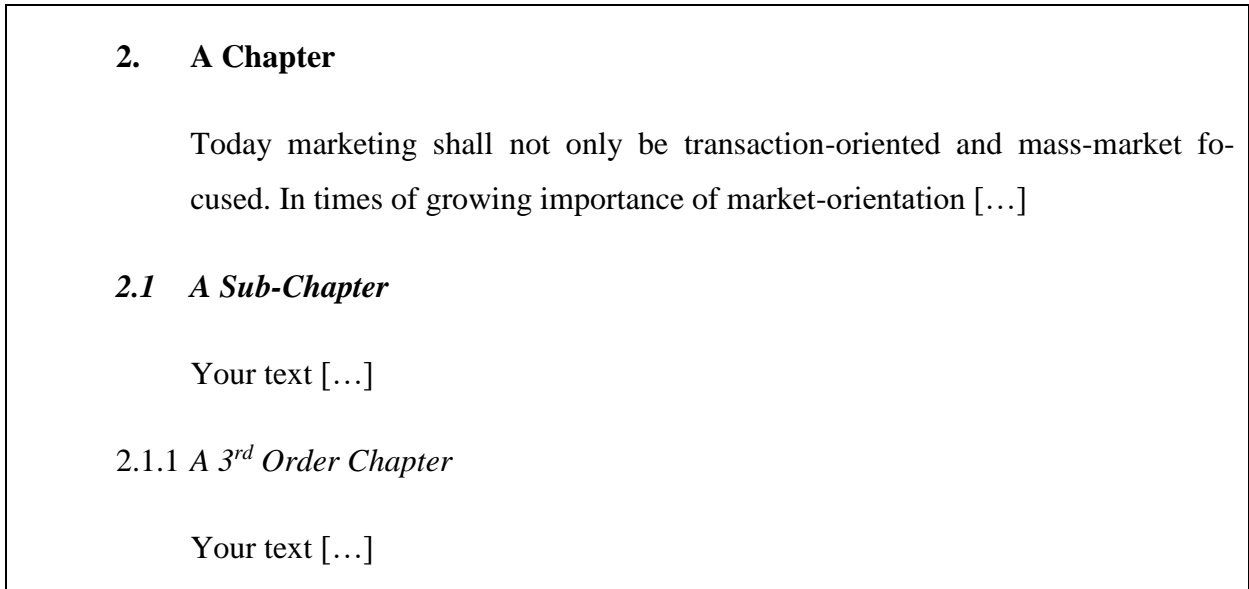


Figure 2: Example for headline structure

6. Figures and Tables

Figures and tables have to be numbered consecutively and provided with an underline. If tables and figures are taken unmodified or modified from other authors, the origin has to be indicated. Tables and figures should appear in the text at the appropriate place. Their content has to be referred to within the text. Please note that tables and figures should be provided with a border and have to be formatted according to page left and right margins.

Example of directly citing a figure:

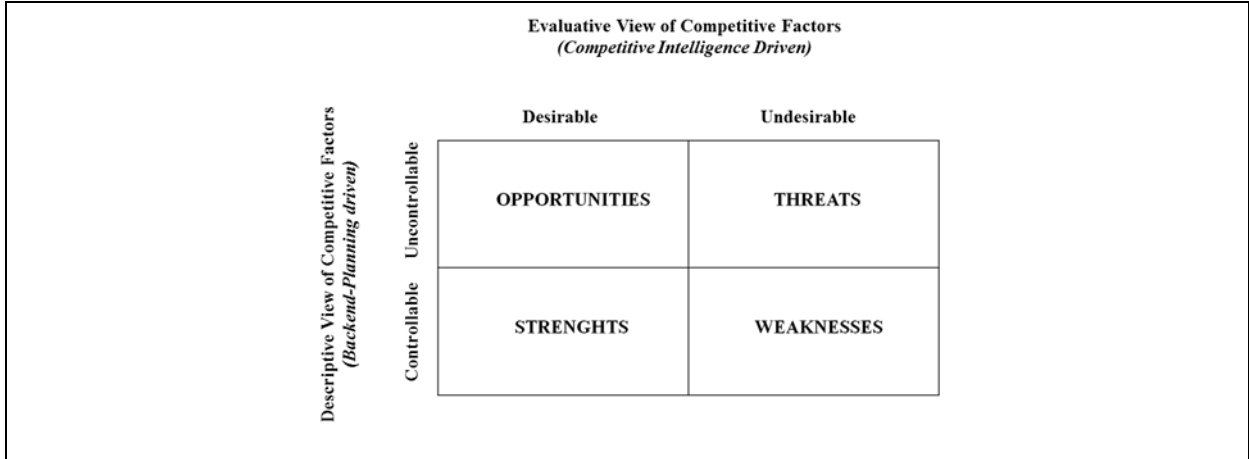


Figure 3: Dual Perspective SWOT framework

Source: Novicevic, Harvey, Autry and Bond (2004, p.87)

Example for a modified figure:

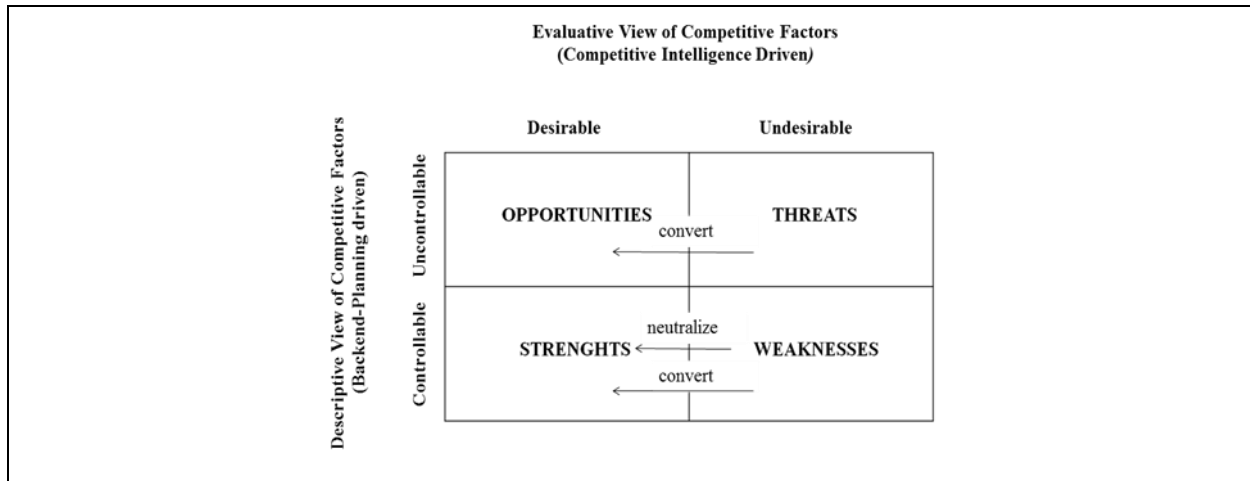


Figure 4: Dual Perspective SWOT framework

Source: Following Novicevic, Harvey, Autry and Bond (2004, p.87)

Example for a self-provided figure:



Figure 5: Overview Research Focus (self-provided)

7. Accentuations

Titles of books, papers or journals which are named within the text shall be written in quotes whereas expressions in foreign-language shall be written in *italics*.

Example:

The book “Selling today” offers new practices needed to succeed in today’s information economy.

8. Footnotes

Footnotes are to be formatted in Times New Roman, 10 point and full justified. Since in-text citation is required, footnotes shall generally be used sparsely.

9. Citations style

Each text passage that contains ideas of other authors has to be marked. For citations within the text, not footnotes have to be used. Instead, in-text citation is required. Direct citations have to be written in quotes and *italic*.

Example for direct citation:

“A signal is an action that the seller can take to convey information credibly about unobservable product quality to the buyer.” (Rao, Qu, and Rueckert 1999, p.259).

For citations of 3 or more lines you don't use quotes but put them in an own paragraph, single-spaced, and with additional 1.0 margin on both sides.

Example for indirect citation:

Using signaling mechanisms may support sellers in credibly communicating unobservable product characteristics (Rao, Qu, and Rueckert 1999, p.259).

For citations of up to three authors, all authors are to be listed. For four or more authors, use the first author's name followed by “et al.”. A series of citations should be listed in alphabetical order and separated by semicolons.

Example for more than three authors:

Team performance is very complex because it is a function being determined by a high amount of inputs (Ahearne et al. 2010, p.458).

Example for citing several authors and articles:

Due to costly consequences in the case of transmitting a false signal consumers may assume that sellers' signals about high product quality are reliable (Erdem and Swait 1998, p.137; Kirmani and Rao 2000, p.69; Rao and Rueckert 1994, p.88).

If you omit a certain extract within the quote please mark this position with three points in square brackets [...]. Any addition which is not originally part of the quote also have to be put in square brackets.

10. References

References should begin on their own page and have to be listed in alphabetical order by the first author's last name.

Example for single- and multiple-author references for books (Do not include the book edition):

Manning, Gerald L., Reece, Barry L. and Ahearne, Michael (2009), *Selling Today*. Upper Saddle River, NJ: Pearson Education.

Example for single- and multiple author references for periodicals:

Lam, Son K., Kraus, Florian and Ahearne, Michael (2010), "The Diffusion of Market Orientation Throughout the Organization: A Social Learning Theory Perspective," *Journal of Marketing*, 74 (5), 61-79.

Example for single- and multiple-author reference for an excerpt in a book edited by another author(s):

Bettman, James R. and Sujan, Mita (1987), "Research in Consumer Information Processing," in *Review of Marketing*, Michael J. Houston, ed. Chicago: American Marketing Association, 221-222.

If an author appears more than once, substitute each author's name by three em dashes (this appears as a one-inch line when typeset).

Example:

Ahearne, Michael, Mathieu, John and Rapp, Adam (2005), "To Empower or not to Empower Your Sales Force? An Empirical Examination of the Influence of Leadership Empowerment Behavior on Customer Satisfaction and Performance", *Journal of Applied Psychology*, 90 (5), 945-955.

———, Jelinek, Ronald and Jones, Eli (2007), "Examining the Effect of Salesperson Service Behavior in a Competitive Context," *Journal of the Academy of Marketing Science*, 35 (4), 606-616.

If two or more works by the same author have the same publication date, they should be differentiated by letters after the date and alphabetized according to the first word in the article title. The letter also should appear with the citation in the text.

Examples:

Ahearne, Michael, MacKenzie, Scott B., Podsakoff, Philip M., Mathieu, John E. and Lam, Son K. (2010a), "The Role of Consensus in Sales Team Performance", *Journal of Marketing Research*, 47 (3), 458-469.

———, Lam, Son K., Mathieu, John E. and Bolander, Willy (2010b), "Why are some Salespeople better at Adapting to Organizational Change?", *Journal of Marketing*, 74 (3), 65-79.

Web sites and URLs are to be referenced as follows:

CMO Council (2010), "Marketing Outlook 2010 – Setting the Course for Marketing Strategy and Spend," (accessed December 30, 2010), [available at <http://www.cmocouncil.org>].

11. Affidavit

For each Bachelor-, Seminar-, Master-, and Diploma Thesis compiled at the Department of Marketing IV, the following affidavit is to be included and signed.

“I hereby declare that I have developed and written the enclosed Bachelor / Seminar / Master / Diploma Thesis entirely on my own and have not used outside sources without declaration in the text. Any concepts or quotations attributable to outside sources are clearly cited as such. This Bachelor / Seminar / Master / Diploma Thesis has not been submitted in the same or substantially similar version, not even in part, to any other authority for grading and has not been published elsewhere. I am aware of the fact that a misstatement may have serious legal consequences.”

Mannheim, May 20, 2019

Max Mustermann

12. Thesis Submission

Submission deadline is always noon at the latest on the respective day of submission. Please submit the following items to the chair’s office:

- Two hardback copies of your thesis
- A CD-Rom / DVD-Rom with the electronic version of your thesis (PDF and Word 2003 document)

For empirical theses, additionally the collected dataset (in SPSS or Excel format) has to be submitted.

13. Handling of Plagiarism in Academic Writings

Writing Bachelor-, Seminar-, Master-, and Diploma Theses at our department rests on mutual trust. You commit to complete these assignments independently without any external help. This includes marking those sentences and passages that were taken from other sources. Without indicating the sources of such sentences, particularly those that are accessible via the Internet, they will be considered as plagiarized.

In case of plagiarism the department reserves the right to not assess the entire work or parts thereof. By handing in your paper to our department you acknowledge these rules and accept that your work might be analyzed by software in order to identify plagiarism.

14. Exemplary Cover Sheet:

Title

(of the Bachelor-, Seminar-, Master-, or Diploma Thesis)

Bachelor Thesis / Seminar Paper / Master Thesis / Diploma Thesis

Dr. Werner Jackstädt Endowed Chair
of Business Administration and Marketing IV

Prof. Dr. Florian Kraus

Advisor:

Name of Advisor

University of Mannheim

Spring term / Fall term 20XY/XZ

by

First and last name:

Address:

Telephone:

Email:

Mannheim, *Monat Year*