

Guidelines

for the Formal Presentation of the Bachelors Thesis¹

¹ These guidelines are for the most part equivalent to the guidelines by the American Marketing Association (AMA). These guidelines can be found on the following website:
<https://www.ama.org/submission-guidelines-american-marketing-association-journals/>

FORMATTING BASICS

File Types: Word, LaTeX

Font: 12 point, Times New Roman

Text [Including references]: Double-spaced, full justification, 0pt spacing before and after paragraphs, indent the first line of 2nd and following paragraphs.

Page Layout: 1-inch (2.5 cm) margins on all sides with page numbers in the upper right corner and no header/footer.

See below for an *exemplary* text format:

1. **Headline**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd amet.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

1.1 Headline

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata est Lorem ipsum dolor sit amet.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor

Page Maximum for Bachelors Thesis: 22-25 pages (main text), 40 pages including all appendices, properly formatted and inclusive of title, abstract, text, references, tables, figures, and footnotes. Both literature review table and comparative literature table have to be complete and do not fall in this limit of 40 pages.

BACHELORS THESIS ORGANISATION

Cover Page

Refer to the exemplary cover page at the end of this document.

Table of Content

See below for an *exemplary* table of content. Start counting your page numbers in Roman numerals at the Table of Content. You have to adapt the table according to your needs!

Table of Content	
List of figures	II
List of tables	III
List of abbreviations	IV
Abstract	V
1. Introduction.....	1
2. Theoretical Foundations.....	2
2.1 Theoretical Foundation A.....	2
2.2 Theoretical Foundation B.....	7
3. Recent Research Insights.....	10
3.1 Research Insight A.....	10
3.1 Research Insight B.....	15
4. Discussion.....	20
4.1 Critical Evaluation.....	20
4.2 Managerial Implications.....	22
4.3 Limitations and Future Research.....	24
Appendix	25
References	28
Affidavit	39

COMPONENTS

Title

For Bachelors theses, the title is already given.

Abstract

The abstract is limited to 175 words and summarizes the key components of the Bachelors thesis. It gives the reader an overview of the thesis.

Main Text

Please do not add any headers/footers on each page (other than the page number). Headings are formatted according to level:

- **PRIMARY HEADING:** Centered, title-style capitalization (first letter of each word), and bold, with an extra return before and after.
- **SECONDARY HEADING:** Flush left with title-style capitalization (first letter of each word) and in both boldface and italics. You must have at least two sections beginning with a secondary heading; if there is only one, the heading should be excluded.
- **TERTIARY HEADING:** Left justified and indented with sentence-style capitalization (first word only) in italics. Punctuate the heading with a period and begin the first line of the same section on the same line. If only one tertiary heading is used, the heading should be excluded.

Mathematical Notations

Equations should be centered on the page. If equations are numbered, type the number in parentheses flush with the left margin. Please avoid using Equation Editor for simple in-line mathematical copy, symbols, and equations. Type these in Word instead, using the “Symbol” function when necessary.

References

References begin on their own page and are listed in alphabetical order by the first author's last name. Only references cited within the text are included. All references should be in 12-point font and double-spaced.

References should be formatted according to AMA guidelines. See the following website for detailed information and examples:

<https://www.ama.org/american-marketing-association-journals-reference-style-examples/>

Footnotes

Footnotes are to be used sparingly and must be concise. A total of no more than 10 footnotes should appear in a Bachelors thesis. Format footnotes in plain text, with a superscript number appearing in text and the corresponding note after the reference section.

Tables

Tables should not appear within the text but at the end of the document. Each table should be numbered consecutively and submitted on a separate page. Please indicate appropriate table placement in the text ("Insert Table 1 about here"). Tables must be numbered in the order in which they are to appear.

Figures

Figures should not appear within the text but follow any tables at the end of the document. Each figure should be numbered consecutively and submitted on a separate page. Please indicate appropriate figure placement in the text ("Insert Figure 1 about here"). Figures must be numbered in the order in which they are to appear. The term "figure" refers to a variety of material, including line drawings, maps, charts, graphs, diagrams, photos, and Web shots, among others.

Appendix

If appendices are provided, they appear on a new page after the figures. Multiple appendices are labeled with letters (Appendix A, Appendix B). A single appendix is labeled without letters (Appendix). Multiple appendices must be numbered in the order in which they are to appear. Both the literature review table and the comparative literature table are mandatory appendices!

Literature Tables

Exemplary literature review tables and an exemplary comparative literature table can be found at the end of this document. For the literature review table, please consult with your advisor on which academic papers you will need to include. For the comparative literature table, please determine the columns based on the distinguishing features of your thesis compared to already published work. Your thesis' contribution to the literature should be apparent with the help of the comparative literature table.

Affidavit

For each Bachelors thesis compiled at the Chair of Quantitative Marketing and Consumer Analytics, the following affidavit is to be included and signed:

"I hereby declare that I have written the enclosed Bachelors 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."

Mannheim, September 01, 2023

Max Mustermann

IN GENERAL

Language of Bachelors Thesis: English or German

Citation Style

Each text passage that contains ideas of other authors has to be marked. In-text citation is required.

Direct citations have to be written in quotes and should be used sparingly.

Example of a 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).

Example of an 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 of 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 of 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 [...].

Readability

- Write in an interesting, readable manner with varied sentence structure, and use active voice. Use as little passive voice as possible.
- Avoid using technical terms that few readers are likely to understand. If you use these terms, include definitions.

- Keep sentences short so the reader does not get lost before the end of a sentence.

Thesis Submissions

The 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 printed copies of your Bachelors thesis. You can use simple "filing strips" or a "spiral binding".
- An electronic version of your thesis (PDF and Word document) submitted by email to quantmarketing@uni-mannheim.de and to your individual advisor.
- PDFs of all cited articles have to be submitted to your advisor using a file share service, e.g., Dropbox (<https://www.dropbox.com/>).

Handling of Plagiarism in Academic Writings

Writing Bachelors theses at our chair rests on mutual trust. You commit to completing these assignments independently without any external help. This includes marking those sentences and passages that were taken from other sources. Not indicating the sources of such sentences, particularly those that are accessible via the Internet, will be considered plagiarism.

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

Online Publication of Bachelors Thesis

Student (author) of each Bachelors thesis gives the Chair of Quantitative Marketing and Consumer Analytics the right to publish the thesis online on the website

<https://www.bwl.uni-mannheim.de/quantitativemarketing/>.

As Google and other search engines might crawl online published Bachelors theses, other researchers might identify plagiarism in a thesis immediately. Therefore, please consider the academic code of honor seriously and cite the references of all copied sentences, ideas, figures and thoughts carefully.

Exemplary Cover Sheet:

Title

(of the Bachelors thesis)

Bachelors Thesis

Chair of Quantitative Marketing

Prof. Dr. Florian Stahl

Advisor:

Name of Advisor

University of Mannheim

Spring term / Fall term 20XY/XZ

by

First and last name:

Matriculation number:

Field of studies:

Address:

Telephone:

E-mail:

Mannheim, Date

Exemplary Literature Review Tables:

You have to adapt the tables according to your needs!

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Main Findings
Du, Fan, and Feng (2009) <i>[Journal of Service Research]</i>	<ul style="list-style-type: none"> • Effect of an employee’s negative emotional display on customers’ negative emotions (service failure) • Effect of a manager’s subsequent positive emotional display on customers’ negative emotions (service recovery) 	Emotional Contagion (EC) Theory	n = 260 students Laboratory experiment with role-play scenarios in a restaurant setting	ANOVA 1 (service failure): <ul style="list-style-type: none"> • IV: Waitress’ negative emotional display (lower vs. higher) • DV: Customers’ negative emotions ANOVA 2 (service recovery): <ul style="list-style-type: none"> • IV: Manager’s positive emotional display (lower vs. higher) • DV: Customers’ negative emotions K-means cluster analysis; regression; Chow test IV: Waitress’ negative emotional display or manager’s positive emotional display DV: Change in customer’s negative emotions	<ul style="list-style-type: none"> • Higher negative emotional displays by the waitress entail a higher increase in customers’ negative emotions during service failure. • Higher positive emotional displays by the manager cause a larger reduction in customers’ negative emotions during service recovery. • Higher positive emotional displays reduce customers’ negative emotions to a larger degree than lower positive emotional displays. • Positive emotional displays cannot fully compensate for preceding negative emotional displays irrespective of the level of the emotional display. •

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Industry (Product Type)	Sample	Method/Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Du, Fan, and Feng (2009) <i>[Journal of Service Research]</i>	<ul style="list-style-type: none"> • Effect of an employee's negative emotional display on customers' negative emotions (service failure) • Effect of a manager's subsequent positive emotional display on customers' negative emotions (service recovery) 	Emotional Contagion Theory	Restaurant Service	n = 260 students	Laboratory experiment with role-play scenarios ANOVAS	ANOVA 1 (service failure): • IV: Waitress' negative emotional display (lower vs. higher) ...	ANOVA 1 (service failure): • DV: Customers' negative emotions 	<ul style="list-style-type: none"> • Higher negative emotional displays by the waitress entail a higher increase in customers' negative emotions during service failure. • ...

Exemplary Comparative Literature Table²:

You have to adapt the table according to your needs!

TABLE 1
Empirical Studies Including Echoverse Components

Citation	Traditional Media		Firm Communications				Online WOM		Consumer Sentiment	Firm Performance
	News Stories		Advertising	Social Media		Press Releases		Social Media	Perceptual Measure	Objective Measure
	Volume	Valence	Spend (\$)	Volume	Valence	Volume	Valence	Volume		
This study	X	X	X	X	X	X	X	X	X	X
Homburg, Ehm, and Artz (2015)				X	X			X	X	
You, Vadakkepatt, and Joshi (2015)			X					X	X	
Dinner, Van Heerde, and Neslin (2014)			X							X
Frison et al. (2014)			X							X
Gijsenberg (2014)			X							X
Reimer, Rutz, and Pauwels (2014)			X							X
Schweidel and Moe (2014)								X	X	
Spotts, Weinberger, and Weinberger (2014)	X	X	X							X
Sridhar, Narayanan, and Srinivasan (2014)			X							X
Sweeney, Soutar, and Mazzarol (2014)								X	X	
Cleeren, Van Heerde, and Dekimpe (2013)	X		X							X
Kumar et al. (2013)				X				X		X
Berger and Milkman (2012)	X	X						X		
Moe and Schweidel (2012)								X	X	
Stephen and Galak (2012)	X			X		X		X		X
Tirunillai and Tellis (2012)	X		X					X	X	X
Feng and Papatla (2011)			X					X		
Sethuraman, Tellis, and Briesch (2011)			X							X
Joshi and Hanssens (2010)			X							X
Godes and Mayzlin (2009)				X ^a				X		X
Joshi and Hanssens (2009)			X							X
Trusov, Bucklin, and Pauwels (2009)	X		X ^b					X		X
Wang, Zhang, and Ming (2009)			X							X
Van Heerde, Helsen, and Dekimpe (2007)			X							X
Carter (2006)	X		X			X				
Chevalier and Mayzlin (2006)								X	X	X
Ahluwalia, Unnava, and Bumkrant (2001)		X							X	
Ahluwalia, Bumkrant, and Unnava (2000)		X							X	

^aGodes and Mayzlin (2009) created a campaign through which customers/agents created WOM but were provided with information by the firm.

^bTrusov, Bucklin, and Pauwels (2009) capture the volume of promotional events as opposed to investment in advertising via dollars spent.

Notes: An "X" indicates that the study empirically assesses the impact of a particular component or the impact of other components on that component.

² Source: Hewett, Kelly, Rand, William, Rust, Roland T., and Harald J. van Heerde (2016), "Brand buzz in the echoverse," *Journal of Marketing*, 80(3), 1–24.