

Chair of Marketing & Human Resources Management  
Univ.-Prof. Dr. Dr. Ruth Stock-Homburg

## **Guidelines for the formal design of scientific theses**

- from March 2021-

### **1. Number of copies to be submitted**

Bachelor's theses, Master's theses, Studienarbeiten and seminar papers must be submitted bound in duplicate. Bachelor's and Master's theses have to be handed in at the Office for Student Affairs and uploaded to TUBama in due time. Studienarbeiten have to be handed in at the chair. In addition to the bound work, a data carrier (e.g. CD-Rom, USB stick) must be submitted, which contains

- The written work as a Word document or LaTeX file as a **single**, complete file (cover page, indexes, text and appendix),
- And, in the case of empirical work, additionally the complete data set (incl. raw data, syntax, output).

### **2. Scope of work**

Seminar paper: according to the specifications of the seminar leader

Bachelor thesis: 50-60 pages text

Master thesis and Studienarbeiten: 60-80 pages text (incl. graphics, tables; excl. bibliography and appendix)

Longer theses are only permitted in consultation with the supervisor.

The papers are to be submitted with hardcover binding or glue binding. Spiral bindings are not permitted.

### **3. Order of the parts of the thesis**

Title page

Table of contents

List of figures/tables

List of abbreviations

Text section

Bibliography

Appendix

Affidavit (for Bachelor's and Master's theses and Studienarbeit)

[Blocking note, if required]

#### 4. Title page

The title pages for the scientific papers should include: Department and chair designation, type of thesis, topic of the thesis (or seminar, if applicable), deadline, supervisor, and editor with matriculation number.

#### Example of a title page:

<p><i>Title of the seminar/bachelor/master thesis</i> <i>Studienarbeit</i></p> <p><i>Title</i> <i>of the scientific work</i></p> <p>submitted at</p> <p>Department of Law and Economics Chair of Marketing &amp; Human Resource Management Univ.-Prof. Dr. Dr. Ruth Stock-Homburg</p> <p>Supervisor: Title, name of supervisor</p> <p>Technical University of Darmstadt</p> <p><i>Winter term/sommer term 20XY/XZ</i></p> <p>from</p> <p>cand. xx. first name last name Matriculation number Address Tel. Place, date</p>
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## 5. Table of contents

The parts of the paper, such as table of contents, list of figures, list of tables, list of abbreviations, bibliography, appendix, affidavit, should be numbered consecutively in Roman numerals, starting with I. The table of contents should always be accompanied by appropriate page numbers.

The text part is arranged in numerical order according to the principle of graduation. It should be noted that each level of structure should have at least two bullet points.

The following diagram shows a simplified representation of a table of contents.

	Page
Table of contents	I
List of tables	II
List of abbreviations	III
...	...
1 Introduction	1
1.1 Practical and scientific relevance	1
1.2 Goals of the thesis	2
1.3 Structure of the thesis	3
2 Conceptual basics	3
2.1 ...	4
2.1.1 ...	4
2.1.2 ...	5
2.2 ... ..	...
3 ...	...
4 ...	...
5 ...	...
6 Scientific and practical implications	...
...	...
Bibliography	V
Appendix	VI

## 6. List of figures and tables

All figures and tables are to be included in directories. Figures and tables shall be numbered separately. Each figure and table shall have a title. The pages of the directories shall be numbered consecutively with Roman numerals.

## 7. List of abbreviations

Only all subject-specific abbreviations are included here in alphabetical order, especially abbreviations of journals, organizations, associations, and legal texts.

### Example:

ASQ	Administrative Science Quarterly
JM	Journal of Marketing

Common abbreviations such as ca., e.g., fig., etc. are not included. If, in exceptional cases, abbreviations are unavoidable, these should also be included here, e.g. in the case of internal company abbreviations.

## 8. Text section

The papers must be submitted in error-free German. If the number of spelling, punctuation, or expression errors (grammar, sentence structure, style) exceeds a usual level, a deduction of at least one grade will be made!

In principle, papers can also be written in English, if they have been written out accordingly or in consultation with the respective supervisor.

The margins are

Top: 2.5 cm

Bottom: 2 cm

Left: 2,5 cm

Right: 2.5 cm

Justification is to be selected. Attention should be paid to an appealing text design and formatting. The paper should be written in "Times New Roman" font. The font size in the text, table of contents, etc. must be 12 points. The work (text, table of contents, etc.) should be written in 1.5-line spacing. For paragraphs, the setting "spacing after paragraph 12 pt" must be used. The pages of the parts (without title page) before and after the text part are to be numbered with Roman numerals, the individual pages of the text part with Arabic numerals. When using bullets, make sure that a correct sentence is maintained.

### Example:

The psychology of risk behavior examines in detail

- risk handling during the initial determination of a decision situation,
- risk handling during the determination of a decision situation, and
- risk handling by information search.

Footnotes are used for text supplements and text explanations. They are identified by superscript numbers, and the footnotes are numbered consecutively. A font size of 10 points is to be used for the footnotes. The spacing is single-spaced. Footnotes shall be appended to the page on which they are inserted in the text.

Each figure and table are given a title and, if necessary, a reference (see section 9 "Citation technique").

### Example:

Figure 12: Überblick über die verhaltenswissenschaftlichen Theorien (Stock-Homburg 2006, p. 23).

Figures and tables are to be integrated into the text if they are related to the text. Extensive presentations such as questionnaires, legal texts, etc. are to be placed in the appendix. For the text in figures and tables, the font type "Times New Roman" with a font size of at least 10 points is selected.

## 9. Citation technique

As a matter of principle, all references and borrowings in a scientific paper must be identified by means of source references. This does not only include references and borrowings from published publications, but also those from not yet published sources, presentation and lecture materials as well as discussions with experts. If literature sources are completely missing in a paper, it will be graded with 5 (poor).

For citations, the Harvard technique (citation in the text) is to be used uniformly. In the case of non-verbatim quotations and statements taken over in spirit, the source reference must be marked by additions such as "cf.". The extent of the citation (beginning and end) must be clearly recognizable. The source reference is placed at the end of the section or argumentation in the case of longer non-literal quotations. It may be useful to mark the beginning of the quotation with appropriate introductory sentences.

References to another place in your own work or to statements of other authors in scientific literature, whose opinion is not reflected in the text, should also be marked with an addition.

Literal quotations are to be put in quotation marks. In the source reference, no additions (such as "cf.") are prefixed.

### Example:

The management of customer orientation must be approached systematically (Helfert 1998, p. 6 ff.).

### Example:

A satisfied customer is highly likely to choose the same provider again (Fornell 1992, p. 8; Herrmann 1995, p. 238).

### Example:

"What is required is a metric level of measurement for both the dependent and independent variables" (Berekoven/Eckert/Ellenrieder 1996, p. 213 ff.).

This procedure applies for up to three authors; for more than three authors, only the first author is cited with the addition of "et al". Omissions in citations are to be indicated by three continuous dots (...).

Second-hand quotations are taken from secondary sources. One takes over thereby a quotation of an author, without informing oneself in the primary source about the original wording! Second-hand citations are only permissible if the primary source cannot be obtained. In the case of "generally accessible scientific literature", second-hand quotations cannot be accepted! If it is not possible to compare the quotations found in secondary sources with the original text, then the note "quoted from" (it follows the source from which one has taken the quotation) or "quoted in" is to be applied.

### Example:

Source reference to the primary source, quoted in: Source reference to the secondary source.

Figures and tables which are taken over in the original are provided with the source reference. If the illustrations of a source are included in the paper in a slightly modified form

(e.g. minor omissions), they are marked "based on". Graphs and tables prepared by the author are marked with the note "Own representation".

**Example:**

Figure 12: Overview of economic theories (Müller 2006, p. 26).

**Example:**

Figure 12: Overview of behavioral science theories (adapted from Müller 2006, p. 23).

**Example:**

Figure 12: Categorization of behavioral science theories (own representation).

Law texts are to be quoted as accurately as possible and listed by paragraph, sentence and number (if available). The names of the laws are written out the first time they are mentioned and can be abbreviated afterwards.

**Example:**

First mention: Art. 1 para. 1 Basic Law (GG).

Further mentions: Art. 1 para. 2 p. 1 GG.

**Example:**

The defendant invokes freedom of opinion (Art. 5 (1) p. 1 GG).

The source references are omitted in the list of tables/figures.

## 10. Bibliography

The bibliography does not have a chapter number. It is placed at the end of the text before the appendix. The page numbering is Roman (see section 5). The information in the bibliography must correspond to the source reference in the text. The bibliography contains exclusively and completely the sources cited in the text.

The bibliography must be arranged alphabetically and chronologically by author, i.e. if there are several works by one author, they are arranged according to the year of publication, beginning with the oldest work. In the case of several works by one author from one year, lowercase letters beginning with "a" are introduced after the year number (e.g.: 1980a, 1980b). The order of a, b, c, etc. follows the order of the source references. If an author has written a work in cooperation with several authors, this work is to be included in the bibliography following his individual publications. The works with one co-author are cited first in alphabetical and chronological order, then those with two co-authors.

In general, the components of a bibliography are listed in the following order:

- (1) Indication of (the) author(s)/publisher(s)/editor(s) with abbreviated first names (e.g.: Heskett, J./Müller, M.). Academic degrees (e.g.: Poser, G. Prof. Dr.) are not listed. Name additions and titles (e.g.: Smith Jr., K. P./Miller II, L. or Ballestrem, W. Graf von/Wolf von Amerongen, O.) are included. Institutions as authors or editors are written out completely (e.g.: Federal Statistical Office). If no author is known, the abbreviation "n. a." (no author) should be chosen.
- (2) Year of publication. If no year is known, the abbreviation "n. d." (no date) is to be used.

**Example:**

Stock-Homburg, R. (2002 a), ...

Stock-Homburg, R. (2002 b), ...  
Stock-Homburg, R./Gaitanides, M. (2004), ...  
Stock-Homburg, R./Homburg, Ch. (2001), ...  
Stock-Homburg, R./Kühlborn, S./Bharadwaj, N. (2004), ...

(3) Indicate the title of the essay, book, etc., with full subtitles.

For journals: Name, abbreviated first name (year), full title, full journal title, year of journal (Vol.), issue number (No.), pages.

**Example of journal citation:**

Dutton, J./Dukerich, J./Harquail, C. (1994), Organizational Images and Member Identification, *Administrative Science Quarterly*, 39, 2, 239-263.

Stock, R. (2002), Coaching von Teams: Ein systematischer Ansatz zur Messung und Steigerung der Einflussgrößen des Teamerfolgs, *Journal of Leadership and Organization*, 71, 2, 89-95.

In the case of double issues, both numbers are given (e.g. 40, 5/6). When specifying months (July/August) or seasons (Spring/Autumn), it is not possible to infer the current issue number directly. Therefore, it is necessary to check whether the corresponding indication corresponds to the correct issue number (e.g.: month August = issue number 8).

Books are indicated as follows: Name, abbreviated first name (year), full title, edition, volume if applicable, place of publication.

**Example of citing books:**

Kendall, M. (1961), *The Advanced Theory of Statistics*, 2nd edition, vol. 2, Inference and Relationship, London.

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

In the case of references from articles in collective works, the collective work is not listed again separately in the bibliography unless it is cited in full.

Collective works are listed as follows: Name, abbreviated first name (year), full title, in: name, abbreviated first name of the editor (ed.), title of the collective work, edition, volume if applicable, place of publication, pages.

**Beispiel für die Zitierung von Sammelwerken:**

Thuning, K./Knauth, P. (2001), Ein System zur Lenkung von teilautonomen Gruppen: Betriebswirtschaftliche und sozialwissenschaftliche Auswirkungen in der betrieblichen Praxis, in: Gemünden, H./Högl, M. (eds.), *Management von Teams: Theoretische Konzepte und empirische Befunde*, Wiesbaden, 67-96.

Internet sources are to be regarded particularly critically, since in the Internet everyone can publish its thoughts and opinions. In principle, Internet sources are permitted if they cannot be replaced by other citable sources. In addition to the name, abbreviated first name and title of the document, the Internet address (URL) and the date of access are given.

**Example of citation of Internet sources:**

Gaitanides, M. (n. d.), Lehrstuhl für Betriebswirtschaftslehre, insbesondere Organisations-theorie, URL: <http://www.unibw-hamburg.de/gaitanides/mit/.html> [29.09.2005 = date of search].

KfW (n. d.), Die Umweltschutz-Leitsätze der KfW, URL: <http://www.kfw.de/DE/Die%20Bank/UnsereGesc51/Umweltschutz/DieUmweltdokumentationderKfW/Leit%20deu.pdf> [20.09.2005].

Schmeisser, W. (2006), Einfach lernen! Personalmanagement, URL: <http://studenten-support.de/affiliate.axd?t=n4v56wf57cgww> [01.07.2007].

Documents that are only available online require more extensive source citations since permanent availability cannot be assumed and even possible changes to the document must be expected. In any case, the title should contain information that makes it easier to find the document using search engines if the Internet address (URL) changes. If it is useful to classify the source and no author is known, the institution (e.g. university, company) that published the source should be indicated. If the author is completely unknown (which makes the source itself very questionable), the abbreviation "n. a." (no author) is used. When citing Internet sources, the date of publication is indicated, which is evident from the source. If there is no reference to this date within the source, "n. d." is used.

Newspapers are listed as follows: Name, abbreviated first name (year), full title, volume (date of publication), page number.

**Example of newspaper citation:**

Lanz, H.-P. (2006), In der Führung: Was leitet mich, wenn ich nicht leite? Frankfurter Allgemeine Zeitung, 48 (25.02.2006), 55.

In the case of legal commentaries, the name, first name of the editor or author, title, volume, edition and year of publication must be stated. In the case of commentaries published as loose-leaf collections, the edition and year of publication of the basic work must be stated, and the current status must be given in the last place.

**Example of citation of legal commentaries:**

Gola, Peter / Schomerus, Rudolf (2002), Bundesdatenschutzgesetz Kommentar, 7th edition.

**Example of citation from loose-leaf collections:**

Dolzer, Rudolf/Vogel, Klaus (eds.), Bonner Kommentar zum Grundgesetz loose-leaf collection, Heidelberg, as of September 2005.

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

If available, please include the DOI (digital object identifier) in the bibliography for all sources.

**11. Affidavit (for Studienarbeit/diploma theses and Bachelor's/Master's theses)**

"I hereby declare in lieu of an oath that I have prepared this Bachelor's or Master's thesis/Studienarbeit without outside help and only using the permissible means and the literature indicated. I am aware that the transfer of rights to this thesis or excerpts from this thesis to third parties requires the consent of Prof. Dr. Dr. Stock-Homburg.

In the submitted thesis, the written and electronic versions agree."

Darmstadt, (date)

(Signature)

## **12. Further literature**

In addition to the formal guidelines for the design of scientific papers listed in this document, reference should be made to the relevant literature, which should be consulted to answer numerous questions in the context of the preparation of a written paper.

In particular, the following work is helpful in the formal design of a scientific paper:

Theisen, M. R. (2011), *Wissenschaftliches Arbeiten: Technik, Methodik, Form*, 15th edition, Munich.

## **13. Public Communication on behalf of the Chair of Marketing and Personnel Management**

In the context of seminar papers and theses, all public communication requires the written consent of the chair head. Public communication includes in particular the following contents: Sending invitations or acquisition emails to potential study participants or representatives of networks, advertising for other support of the work, holding information events or seminars on the findings of the work.

Furthermore, students are not permitted to appear in the name of the chair of Marketing and Human Resource Management during the period of preparation of the written work without the written consent of the chair.

## **14. Intellectual property and rights to the thesis**

In case of using existing data of the chair, the rights as well as the intellectual property of the survey instruments remain with the chair. The use of provided data must be explicitly noted at the beginning of the thesis as well as in the empirical part of the thesis. The transfer of rights to the thesis or excerpts from the thesis to third parties requires the written consent of the chair head.

**With the registration of your thesis at our chair you declare your agreement with these regulations.**