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|  | **Professorship for Global Supply Chain Management Chair Holder: Prof. Dr. Aseem Kinra** |

Exposé - (Bachelor / Master) thesis on the topic

**Sample topic: Digitalisation in Global Supply chain**

Name, First name: **Mustermann, Kim (m)**

Matriculation number:

Course of studies: (Bachelor / Master) Business Administration (subject area XY)

Semester: 5

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# List of abbreviations

|  |  |
| --- | --- |
| MA | Model Abbreviation |
| SCM | Supply Chain Management |

# Preface

Dear students,

The following guide is intended to give you an impression of the structure and the most important components of an exposé for the application for a thesis. Please compose your exposé according to this guide and check that it contains all the necessary points for understanding your project and your intended methodology.

Note: You can use this document as a format template for your exposé. To do so, delete the chapters Preface and Citation Rules.

Please make sure that your cover sheet contains the following information:

1. surname, first name (in this order and separated by a comma)

If your first name is not unique, please also enter your gender (m/f) so that we can address you correctly in future.

2. matriculation number

3. course of study (incl. information whether it is a bachelor's or master's programme)

4. field of study or specialisation

5. semester

**Formatting rules for the exposé**

It is up to you whether you use this format template to create your exposé or format your own document. If you decide on the latter, please follow the formatting rules below exactly:

1st font:

- Font: Times New Roman throughout (also in the footnotes)

- Font size: 12 points for main text, 10 points for footnotes

- Line spacing: 1.15 lines, according to paragraph 12 Pt.

- Headlines: Times New Roman, bold, 1st level: 15 pt. and hanging 0.76, 2nd level: 13 pt. and hanging 1.02, 3rd level: 12 pt. and hanging 1.27

- Headings of the 1st level always start on a new page (insert page break)

- Justification

- Page numbers: Roman numerals for table of contents, table of figures, table of tables, list of abbreviations, Arabic numerals for text and appendices, Times New Roman 9 pt., right-aligned in footer

- Labelling of the figures and tables: Times New Roman 10 pt., line spacing 1.15, before paragraph: 6 pt., after paragraph: 10 pt.

2nd layout:

- margin: bottom 2 cm, right, left and top 2,5 cm each

- Headline: Chapter heading (1st level) right-aligned, Times New Roman 9 Pt.

- footer: First and last name left-aligned, Times New Roman 9 pt.2. Layout:

* Seitenrand: unten 2 cm, rechts, links und oben je 2,5 cm
* Kopfzeile: Kapitelüberschrift (1. Ebene) rechtsbündig, Times New Roman 9 Pt.
* Fußzeile: Vor- und Nachname linksbündig, Times New Roman 9 Pt.

**Components of the exposé**

An exposé is exemplary if it contains the following components:

* A research question, including its classification in a problem situation and the reasons for its relevance to research and practice
* A brief but precise overview of the research context and the content of the individual chapters
* A structure of the planned work oriented to the research question
* A relevant bibliography

**Structure of the exposé**

When presenting your project, please proceed systematically and with arguments based on each other. Please follow the structure given in this document:

**Citation regulations**

As a rule, you should back up every statement you make in your scientific work with references to literature. This helps to make your explanations comprehensible and verifiable for readers. It is quite common to cite several sources for a statement. Please note: All references cited in the text must also be listed in the bibliography.

In the following, the citation regulations are listed which you must follow when writing a scientific paper at the Professorship for Global Supply Chain Management.

**Citation in the text**

When citing in the text, a distinction is made between direct (literal) and indirect quotations. Direct (literal) quotations reflect the statement of an author word for word. Check whether the use of a literal quotation is appropriate or necessary. Quotations in the text differ substantially from those in the bibliography! (see point 2.2.)

Indirect quotes:

As a rule, you should back up every statement you make in your scientific work with references to literature. This helps to make your explanations comprehensible and verifiable for readers. It is quite common to cite several sources for a statement. Please note: All references cited in the text must also be listed in the bibliography.

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Citation in the text

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Indirect quotations:

Indirect citations are the rule and are not particularly emphasized in the text.

* In the case of one or two author(s): The text is concluded by the following information in brackets: (surname(s), year of publication, page(s)).
* More than two authors: If there are more than three authors, only the first author is mentioned by name and "et al." is used to refer to other authors.
* Multiple sources for a statement: If a text passage has multiple sources, the two sources are separated by a semicolon. The reference looks like this: (last name(s), year of publication, page(s); last name(s), year of publication, page(s)). These sources are to be listed in ascending or descending order.
* Internet sources: In these cases, either the author (see example 1) or the organisation that operates the website must be mentioned in the text. Add the year and, if available, the page number(s). If pages are missing, this is noted with o.S.
* Several different references from the same author or Internet source in the same year: If an author is quoted from different sources with the same year of publication, this must be supplemented by a lower case letter.
* Collective works: If a contribution is cited from a collective work, the author of the respective contribution (and not of the entire edited volume!) is indicated in the text.
* No author is given: In rare cases sources are cited without an author. Here one gives O.V. (for without an author) as author (e.g. internet sources).

The following examples explain the points mentioned:

|  |
| --- |
| **Examples:****...text...(Klaus, 2005, p. 31).****...text...( Kinra and Kotzab, 1999, p. 183-185).****...text...(Kotzab et al., 2009, p. 80).****...text...(Quiett, 2002, p. 41; Vahrenkamp, 2005, p. 164; Weber and Wallenburg, 2010, p. 89).****...Text...(Real, 2011a, o.S.)** **...text...(O.V., 2002, p. 11)** |

Direct (literal) quotes:

Direct quotations should be used purposefully and sparingly. They are included in the text in "quotation marks" and are closed by the following reference in brackets: (surname(s), year of publication, page(s)).

|  |
| --- |
| **Examples:** “The lack of a rigorous and generally accepted theory of logistics a t the present time is serious impediment to making actual military logistical operations as effective as desired, although immensely complicated situations have been met, some times with surprisingly minor noticeable deficiencies” (Morgenstern, 1955, S. 129).“Kunden sind sich des (logistischen) Kostenanfalls beim Einkaufen nicht bzw. kaum bewusst und daher fehlt ein Verständnis einer zusätzlichen Abgeltung spezifischer Zustell-Leistungen im Rahmen einer Hauszustellung“ (Schnedlitz et al., 2004, S. 102). |

Sub-quotes:

If you are unable to obtain an original source, you must use sub quotes.

However, sub quotes should only be used if the primary source has disappeared or is inaccessible to you (e.g. there is only one copy of a monograph left and this is in the library of the University of Saskatchewan in Canada). Therefore, sub citations in your work are the absolute exception.

If you do have to use sub quotes, they appear in the following form:

((surname(s), year of publication, page(s)) cited after (surname(s), year of publication, page(s)).

|  |
| --- |
| **Examples:** ...text...(Jomini, 1881 quoted after Gudehus, 2010, p. xix) |

Please note that both primary source (= Jomini) and secondary source (= Gudehus) must appear in the bibliography!

**Citation in bibliography**

At the end of the thesis, an alphabetically ordered bibliography must be compiled. The bibliography can be compared to a cooking recipe, because it shows the effort you put into your task. Only those sources that have actually been visibly processed in the work are listed in the bibliography. This means that all sources listed in the bibliography can be found at least once in the text.

Please note the citation regulations for books, collected works, journals, internet sources and sources without an author. The following table gives you an overview.

Table 1: Exemplary presentation of citations in the bibliography including example

|  |  |  |
| --- | --- | --- |
|  | **Citation in bibliography** | **Example** |
| **Book** | Last name(s), first name(s) (year of publication): Title. Edition. Place(s) of publication: Publisher. | Gudehus, Timm (2010): Logistik. Grundlagen, Strategien, Anwendungen. 4., aktualisierte Auflage. Heidelberg et al.: Springer. |
| **Compilation** | Last name(s), first name(s) (year of publication): Title. In: Surname(s),First name(s) (ed.): Title. Place(s) of publication: publisher, page(s). | Schnedlitz, Peter/Kotzab, Herbert/Teller, Christoph (2004): Die Kunden als Erfüllungsgehilfen des stationären Einzelhandels bei der physischen Distribution von Waren. In: Trommsdorff, Volker (Hrsg.): Handelsforschung 2002. Neue Erkenntnisse für Praxis und Wissenschaft des Handels. Köln: BBE-Verlag, S. 87-106. |
| **Magazine** | Last name(s), first name(s) (year of publication): Title. In: Journal title, year (issue number), page(s). | Morgenstern, Oskar (1955): A Note on the Formulation of the Theory of Logistics. In: Naval Research Logistics, 2 (3), S. 129-136. Trends in Large Scale Retailing. |
| **Internet source** | Last name, first name (year): Title. Online on the Internet at: Internet Protocol Parts/Path (query: dd.mm.yy; [MEZ] hh:mm). | Real (2011): Die real,- SB-Warenhaus GmbH. Online im Internet unter: <http://www.real.de/unternehmen/das-unternehmen-real.html> (Abfrage: 30.10.2011; [MEZ] 13:06). |
| **Source without author** | Citation like book/collective work/magazine/internet source. O.V. is cited instead of the author's name. | O.V. (2002): „Dossier Globale Handelsstrukturen“. In: LP-International 11/02, S. 10-13. |

**Note on publications from the Internet**

The mere indication of the Internet address is not sufficient for science. The status corresponds to the day on which the page was created or modified. Simply click the right mouse button on the cited page and search for the information by the date of creation or modification. The exact link can also be found there.



Figure 1: Website information required for citation

If you quote the homepage of a company, please indicate the respective company as author.

|  |
| --- |
| **Example:**Langley, John/CapGemini (2010): 2010 Third-Party Logistics. The State of Logistics Outsourcing. Results and Findings of the 15th Annual Study. Online im Internet unter: <http://www.scl.gatech.edu/research/supply-chain/20103PLReport.pdf> (Abfrage: 30.10.2010; [MEZ], 09:22).Real (2011): Die real,- SB-Warenhaus GmbH. Online im Internet unter: http://www.real.de/unternehmen/das-unternehmen-real.html (Abfrage: 30.10.2011; [MEZ] 13:06). |

**Example for a bibliography**

Bänsch, Axel (2008): Wissenschaftliches Arbeiten. Seminar- und Diplomarbeiten. 8. Auflage. München: Oldenbourg.

DHL (2010): Delivering Tomorrow: Zukunftstrend Nachhaltige Logistik. Online im Internet unter:http://www.dpdhl.com/content/dam/logistik\_populaer/trends/StudieSustainableLogistics/dpdhl\_delivering\_tomorrow\_studie.pdf (Abfrage: 16.10.2010; [MEZ] 10:50).

Eriksdotter, Holger (2010): IT-Management. Tchibo lagert aus. Online im Internet unter: http://www.manager-magazin.de/unternehmen/it/0,2828,641188,00.html (Abfrage: 22.10.2010; [MEZ] 12:11).

Gudehus, Timm (2010): Logistik. Grundlagen, Strategien, Anwendungen. 4., aktualisierte Auflage. Heidelberg et al.: Springer.

Kinra, Aseem/Kotzab, Herbert (2008): Understanding and measuring macro‐institutional complexity of logistics systems environment. In: Journal of Business Logistics, 29(1), S. 327-346.

Kinra, Aseem/ Mukkamala, Raghava R/ Vatrapu, Ravi  (2017): Methodological demonstration of a text analytics approach to country logistics system assessments. In: In Dynamics in Logistics: Springer S. 119-129.

Klaus, Peter (2005): Die Fragen der optimalen Komplexität in Supply-Chains und Supply-Netzwerken. In: Eßig, Michael (Hrsg.): Perspektiven des Supply Management – Konzepte und Anwendungen. Berlin et al.: Springer, S. 361-375.

Kolmogorovs, Vadims (2007): Logistics outsourcing - a way to increase efficiency. Saarbrücken: VDM Verlag Dr. Mueller e.K.

Kotzab, Herbert/Reutterer, Thomas (1999): Anforderungen an Logistik-Systeme aus Anwendersicht - Eine empirische Studie mit Hilfe der Conjoint-Analyse. In: Logistik-Management, 1 (3), S. 181-197.

Kotzab, Herbert/Teller, Christoph/Girz, Heidrun R. (2009): The GS1 Databar and Its Future Application - Results from a Delphi Study. In: European Retail Research, 23 (2), S. 1-190.

Kotzab, Herbert/Völk, Natalie/Keusch, Matthias/Leitner, Markus (2010): Stand und Entwicklungstendenzen des Supply Chain Management in Österreich. In: Engelhardt-Nowitzki, Corinna/Nowitzki, Olaf/Zsifkovits, Helmut (Hrsg.): Supply Chain Network Management. Gestaltungskonzepte und Stand der praktischen Anwendung. Wiesbaden: Gabler, S. 339-354.

Lambert, Douglas M./Cooper, Martha C. (2000): Issues in Supply Chain Management. In: Industrial Marketing Management, 29 (1), S. 65-83.

Morgenstern, Oskar (1955): A Note on the Formulation of the Theory of Logistics. In: Naval Research Logistics, 2 (3), 129-136. Trends in Large Scale Retailing.

O.V. (2000): Outsourcing. In: Gabler Wirtschaftslexikon, 15. Auflage. Wiesbaden. S. 2344-2345.

O.V. (2002): „Dossier Globale Handelsstrukturen“. In: LP-International 11/02, S. 10-13.

Real (2011): Die real,- SB-Warenhaus GmbH. Online im Internet unter: http://www.real.de/unternehmen/das-unternehmen-real.html (Abfrage: 30.10.2011; [MEZ] 13:06).

Sinha, Amit/Kotzab, Herbert (2011): Supply Chain Management. A Managerial Approach. New Delhi et al.: Tata McGraw Hill Education Private Limited.

Schnedlitz, Peter/Kotzab, Herbert/Teller, Christoph (2004): Die Kunden als Erfüllungsgehilfen des stationären Einzelhandels bei der physischen Distribution von Waren. In: Trommsdorff, Volker (Hrsg.): Handelsforschung 2002. Neue Erkenntnisse für Praxis und Wissenschaft des Handels. Köln: BBE-Verlag, S. 87-106.

Vahrenkamp, Richard/ Siepermann, Christoph (2005): Logistik - Management und Strategien. 5. Auflage. München et al.: Oldenbourg.

Weber, Jürgen/Wallenburg, Carl M. (2010): Logistik- und Supply Chain Controlling, 6. Auflage. Stuttgart: Schäffer-Poeschel.

**1 Problem situation and question**

This section should answer the following questions:

* Which problem is being considered?
* What research questions arise from this for your approach?
* To what extent is the answer to your question relevant for research and practice?

#  Figure 2: Example illustrating the problem situation

# 2 Literature basis

Which topic-related literature has already been sifted within the problem area under consideration and its question? Please give a short description of the content of each source. Please give a short substantive explanation of how relevant this literature is for your project.

1. **Methodical procedure**

## Which method(s) do you want to use to answer your question?

## Method 1

## Why is this method suitable for your project? Do you already have initial ideas for its design?

## Method 2

 If available.

**4 Structural overview of the work**

Please give a preliminary outline of your thoughts at this point. Describe briefly the content of the individual points and justify the structure with arguments.

Table 2: Possible structure of a thesis

|  |  |
| --- | --- |
| **Section** | **Description** |
| Introduction | The introduction should contain a [...] |
| Theoretical background | … |
| Methodical access | … |
| Results | … |
| Discussion | … |
| Summary and outlook | … |

**Preliminary bibliography**

Please indicate all literature you have used to write the exposé (sources must of course be marked in the text as in any scientific work). Please indicate separately all sources with which you have additionally read into your field

**Sources used**

Chopra, Sunil/Meindl, Peter (2014): Supply Chain Management: Strategie, Planung und Umsetzung. 5. Auflage. Hallbergmoos: Pearson.

Ernst & Young (EY) (2014): EY Studie – Lebensmittel-Kauf im Netz vor dem Durchbruch – EY – Deutschland. Online im Internet unter: <http://www.ey.com/de/de/newsroom/news-releases/20140203-ey-news-lebensmittel-kauf-im-netz-vor-dem-durchbruch> (Abfrage: 26.08.2014; [MEZ] 15:13).

Granzin, Kent L. (1990): The consumer logistics system: a focal point for study of household-consumption process. In: Journal of Consumer Studies & Home Economics, 14 (3), S. 239-256.

**Additional sources**

Granzin, Kent L./Bahn, Kenneth D. (1989): Consumer logistics: conceptualization, pertinent issues and a proposed program for research. In: Journal of the Academy of marketing Science, 17 (1), S. 91-101.

Gudehus, Timm/Kotzab, Herbert (2012): Comprehensive logistics. Heidelberg and New York: Springer-Verlag Berlin Heidelberg.

Lysons, Kenneth/Farrington Brian (2012): Purchasing and supply chain management. 8. Auflage. Harlow et al.: Pearson.

For easier handling of the citations it is recommended to use citation programs such as RefWorks, Zotero or Citavi. Information and instructions can be obtained from the university library.

It should be pointed out again that Wikipedia is not a citable source for university papers.

**Please remove this info box if you use the style sheet.**