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markstones
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Guidelines for the preparation of Seminar-, Bachelor- and Master Theses

This document is intended to provide basic guidelines for the preparation of Seminar- and Term Papers, Bachelor- and Master Theses. It aims to answer the most frequently asked questions, responds to major mistakes in the past, and specifies the formal layout. For questions concerning the regulatory framework, the rules of the official study and examination regulations should be consulted. Please make sure to read this advice carefully before contacting your supervisor.

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Appendix

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1 General Advice

- **Time Management**
  In order to avoid time pressure during the final phase of your work, setting up a timetable is recommended. Getting an overview of your topic from current literature and setting up a structure at an early point are fundamental for goal-oriented work. A self-inflicted lack of time is not a reason to get an extension of your deadline.

- **Data Backup**
  Create electronic backups of your documents. Problems with or loss of your computer/files is no reason for an extension. Thus, printing interim versions of your working paper is recommended.

- **Personal Contribution**
  Google-Search is a very helpful tool – not only for you. On the one hand copying texts (or excerpts) causes interruptions in your working paper and on the other hand it is explicitly prohibited. In addition the student signs a statutory declaration (see Appendix II) to confirm that all used sources have been cited correctly. We systematically check for plagiarism. Plagiarism immediately leads to failing.

- **Mentoring**
  After making an appointment, your supervisor will be available for consultancy. Consultancy means no more or less than a dialogue with a constructive feedback. Your supervisor provides two obligatory appointments, before you start with your paper or thesis. The first appointment deals with your first impressions and ideas about the chosen topic. There, you'll get first directions and impulses of the supervisor. The second appointment contains the discussion of your exact outline and research questions of your topic or thesis. Afterwards, you can start with the writing process of your paper or thesis. We leave it up to you, if and how you use this feedback for your working paper. **Remember, YOU are the author of your work and it is no joint project between you and your supervisor. Particularly, nothing will be "rubberstamped".**

- **Guidelines of the Examination Office**
  Please also consider the examination office's rules concerning duration, number of copies, electronic copy etc.
  FAQs of the Examination Office
  Guideline Bachelor Thesis
  Guideline Master Thesis

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2 Structure and Formal Layout of Seminar-, Bachelor- and Master Theses

2.1 Layout

- Number of Pages (maximum**):**
  - Seminar Theses & Term Papers: 12-15 pages (per person, if no different rule is announced in the Seminar)
  - Bachelor Theses: 25 pages +/- 10%
  - If Bachelor theses includes an empirical part (e.g. questionnaire), number of pages can be expanded to 30
  - Master Theses: approx. 60 pages +/- 10%

Figures and tables in the text are included in this number of pages, but not the front cover, lists (of content/ figures/ tables/ abbreviation/ literature) and appendices.

Do not leave blank space after a chapter!

- Paper
  - White Paper, DIN A4
  - One-sided written, printed

- Numeration:
  - Table of content, list of figures, list of tables, list of abbreviations and list of symbols have to be enumerated with Roman numbers. The enumeration starts with the title page, but the "I" of the title page is not displayed.
  - Text, reference/literature list, and appendix have to be enumerated continuously with Arabic numbers. First page of text (e.g. introduction) starts with "1".

- Font:
  - Font size in text/lists 12
  - Font size in figures/tables/footnotes at least 10
  - Font size in headlines 12 and bold
  - Typeface: Times New Roman
  - Alignment: justified with hyphenation

- Line Spacing:
  - 1.5 times

- Margin:
  - Left margin: 2.5 cm
  - Right margin: 3.5 cm
  - Top margin: 2.5 cm
  - Bottom margin: 2.0 cm

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2.2 Components of a Scientific Paper

- Seminar Thesis and Term Paper
  - Title page
  - Abstract
  - List of contents
  - List of figures
  - List of tables
  - List of abbreviations
  - Text
    - Introduction
    - Main part
    - Conclusion
  - List of literature
  - Appendix
  - Statutory declaration

- Bachelor Thesis
  - Title page
  - Abstract
  - List of contents
  - List of figures
  - List of tables
  - List of abbreviations
  - Text
    - Introduction
    - Main part
    - Conclusion
  - List of literature
  - Appendix
  - Statutory declaration
  -

For detailed rules and information about the handing-in process of the bachelor thesis, please view: Guideline Bachelor Thesis

- Master Thesis
  - Title page
  - Abstract
  - List of contents
  - List of figures
  - List of tables
  - List of abbreviations
  - Text
    - Introduction
    - Main part
    - Conclusion
  - List of literature
  - Appendix
  - Statutory declaration
  -

For detailed rules and information about the handing-in process of the master thesis, please view: Guideline Master Thesis

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In General:

- **Abstract, List of contents, List of figures, List of table and List of abbreviations should always be on separate pages**
- **Seminar theses, term papers, bachelor and master theses must be bounded and has to be handed in duplicate together with a digital copy (PDF-Word)**

2.2.1 Title Page

The title page should include:

- Subject
- Type of thesis (Seminar-, Bachelor-, Master- or Diploma Thesis)
- When applicable type and name of course with course-number (e.g. Main Seminar)
- Semester
- Name, address, phone number, field of study, number of current semesters, matriculation number
- Date of delivery

A sample title page can be found in appendix I.

2.2.2 Abstract

The abstract is a well-balanced summary of the thesis, its aims, and its most important conclusions. Furthermore, it ought to give the reader a first impression of the work, in order to stir the reader's interest. The abstract is no longer than one page.

2.2.3 Table of Contents

List of Content

- Many text-processing programs have built in index functions to facilitate the preparation of the table of contents. Titles and page numbers in the text should exactly match with the table of contents.
- Balance: The length of each chapter should roughly mirror the importance of the treated problem.
- Issues placed on the same level in the structuring, should rank on the same objective level and belong to a common superior problem.
- Enumerate chapters in the following way:
  1 …
    1.1…
    1.2…
      1.2.1 …
      1.2.2 …
- Depth of the table of contents: Try to avoid more than four structural levels. Should a deeper subcategorization be necessary, one can proceed with (1), (2), … or a), b), …
- If a new structural level is introduced, it must contain at least two subchapters (no 3.1.1, if not followed by 3.1.2).

Within the text, two or more consecutive titles without intermediary text should be avoided. It is advisable to inform the reader about the structure of the subsequent sections after each title.
Example:

1 …
1.1 …
1.2 …

Between 1… and 1.1… should be informational text about structure and topic of the following subsections.

The depth of the index should fit the breadth of the text: Too many titles can be misleading and interrupt the flow of the text. On the other hand, if one does not have enough titles the structure of the text will not be clear and questions on the content may arise. For seminar papers, e.g., in most cases three structural levels should be sufficient.

Headlines should be informative about the content of the chapter. The titles of subsections should not include repetitions of higher level titles. The headlines as a whole should provide a clear overview of the structure and content of the thesis. Please avoid to name a chapter exactly like the title of the thesis.

Table of Figures/Tables/Abbreviations

- Table of figures should include all used figures (chronological order).
- List of tables should include all used tables (chronological order).
- Table of abbreviations should include all used abbreviations (alphabetical order) within in the seminar thesis, term paper or bachelor- or master thesis. Typical or standard abbreviations (z.B. / i. d. R.) do not necessary need to be listed in the list of abbreviations. However, these type of abbreviations should be avoided.

2.2.4 Text

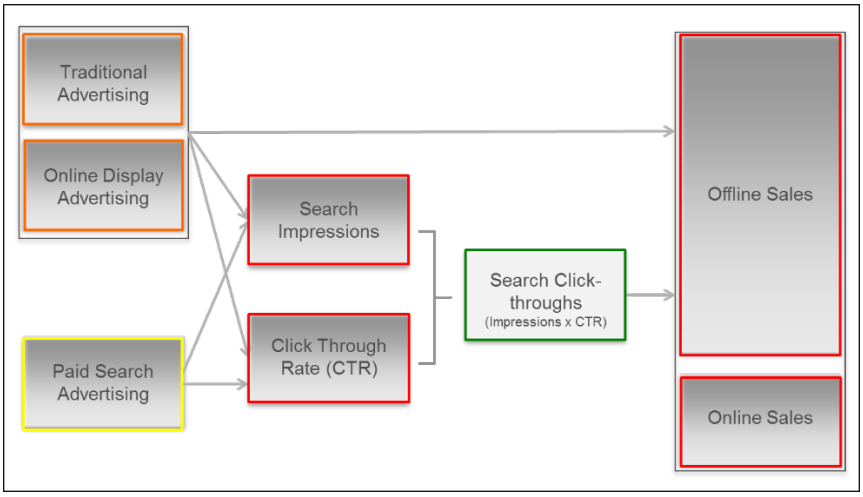
The text part consists of (verbatim and content wise) quotations, tables, illustrations as well as formulas. The following sections provide a general guideline to their formal layout.

2.2.4.1 Figures and Table

- Figures and tables are numbered consecutively throughout the thesis accompanied by the words “figure” or “table”, respectively. A separate numbering is to be used for figures and tables.
- For each figure and table a title referring to the content is required.
- Within the text you need to refer to each figure and table occurring in the text part of your thesis.
- While the title of the figure/table has to be referenced above, the source of the figure/table has to be referenced below the figure/table.

Example:

Figure 1: Modeling Framework for the Cross-Channel Effects of Online and Traditional Advertising on Sales



(Source: Dinner, van Heerde and Neslin 2014, p. 530)

- If a figure/table is modified with respect to the original form it has to be indicated by the words “based on:”
  Example: (Source: Own figure based on Dinner, van Heerde and Neslin 2014, p. 530)

  - When using your own figures/tables there (own creation), write “Source: Own figure/table”.

  - Screenshots should be avoided! If possible all figures and tables should be reproduced.

2.2.4.2 Mathematical Formulas

- Mathematical formulas and notations need to be distinct and coherent. Used symbols need to be explained in the text. If many symbols are used, it might be necessary to provide a separate list of symbols after the table of contents.
- Formulas should be enumerated.

2.2.4.3 Citation in the Text (Reference Style)

The citation for the seminar thesis, term paper, bachelor- and master theses bases on the Harvard Citation System. Being more specifically, the citation is directly integrated in the text. The following examples will help you to cite in the right way.

- All statements from literature have to be proofed within the text.

- Direct/verbatim citations are marked by “…”, citations within citations with “….’….’…”. Direct/verbatim quotations need to be expressed true to original and should be written in *cursive script*. The evidence follows directly by the used citation. The evidence includes the author, year of publication and number of page. Example:

> Brand equity is defined *"as the difference choice between the focal branded product and an unbranded product given the same level of product features"* (Yoo, Donthu and Lee 2000, p. 196), whereas… .

- Possible interleaves by verbatim citations will be marked by ongoing dots within square brackets.
  Example:

  > Brand equity is defined *"as the difference in consumer choice between […] branded product and an unbranded product given the same level of product features"* (Yoo, Donthu and Lee 2000, p. 196).

- Indirect citations are not marked by quotation marks. The evidence of indirect citations is written at the end of the sentence. The evidence of indirect citations includes the information as direct citations (author, year of publication, number of page).
  Example:

  > By giving promises, a firm can attract new customers and build relationships (Grönroos 1994, p. 9).

- Is the direct or indirect citation over more than one page, then write the whole range of pages.
  Example:

  > By giving promises, a firm can attract new customers and build relationships (Grönroos 1994, p. 9-14).

- In case the citation originates from different pages that do not follow each other, then only write down the relevant pages.
  Example:

  > By giving promises, a firm can attract new customers and build relationships (Grönroos 1994, p. 9, 12, 14).

- If different paper of the same author and the same year of publications are used within the text, they are differentiated by additional letters like a, b or c.
  Example:

  > By giving promises, a firm can attract new customers and build relationships (Grönroos 1994a, p. 9).
  >
  > …the nature and scope of such interactions (Grönroos 1994b, p. 6).

- If the author is already mentioned in the sentence, only the year of publication and the page number are put in brackets right behind the name of the author.
  Example:

  > "…Miller (2003, p. 83-85) explains…"

- For a single source, up to three authors will be quoted by name. The authors will be separated with "and" in brackets. If the authors are mentioned in the text, "and" will be used to separate them.
  Example*:*

(Mittal and Kamakura 2001, p. 23)
(Mittal, Ross and Baldasare 1994, p. 23)
Mittal, Ross and Baldasare (1994, p. 23) refer to…

- When referring to a paper (with more than three authors) for the first time within the text, all authors have to be named. For following references of the same paper, only the first author will be quoted using the supplement "et al.":
  Example:

  …(Fornell, Brass, Miller and Mittal 2006, p. 34).

  …(Fornell et al. 2006, p. 41).

- If the sentence contains indirect citations from different papers, then they should be listed in alphabetical order, separated with a semicolon.
  Example:

  … (Donnelly 1961, p. 3; Kinsey 1960, p. 4; Wensley 1981, p. 5).

- In case a study/paper is conducted by a consulting company, the name of the consulting company should be cited instead of the author(s).
  Example:

  … (McKinsey 2015, p. 15)

- Secondary citations in general should be avoided. If you have to use a secondary citation it has to be referenced as such, i.e., name the original source followed by "as cited in" and the secondary source.
  Example:

  … (Rutz and Bucklin 2013, p. 233 as cited in Dinner, van Heerde and Neslin 2014, p. 530)

  Both the original source as well as the secondary source must be included in the list of literature/bibliography!

- If you write your thesis in German, please use „…" instead of "…".

- Use the surname of the authors only when citing in a text (as shown in the examples above).

- Footnotes should only be used as an exception, e.g., for continuative explanations that would interrupt the flow of the text.

- Ideally, the exact pages of the according literature should be stated. Do not use "pp.".

- Only in exceptional cases the quotation of an entire book or article is reasonable.

- Do not use too many verbatim quotations! Only use them if an author displays the situation very concisely. In other respects the impression might arise that references are just listed without proper consideration.

- English and German verbatim quotations should be stated in the original language. If possible only complete sentences should be used; Switching between two languages in the middle of the text should be avoided. Remember: Only quote verbatim if necessary.

- All thoughts directly or indirectly reflecting ideas from literature sources should be marked as such. Correct quotations show academic honesty and are assured by the statutory declaration (appendix II). Incorrect or insufficient quotations of content wise or verbatim citations will result in failing. If in doubt: more quotations are better than too few quotations. Each quotation has to be checked whether it may give a different impression in the paper than initially intended in its original context.

2.2.5 List of Literature / Bibliography

- The reference list/bibliography should begin on a separate page.

- List your references in alphabetical order (and not classified by books, monographs, internet pages etc.) by first author's surname. Within this order, publications by one single author appear first. If multiple sources are from the same authors, name the oldest source first.

- The author is responsible for the correctness of the bibliography. Every reference which is given in the text needs to be listed in the bibliography. However, references, which are only read and not explicitly quoted in the text, must not be listed.

- Quote the most recent edition of your references.

- Do not use initials for the author's name. Write out the surname and first forename, other forenames are abbreviated.

Monographs: authors' names, year of publication in parentheses, title of book in italics, edition. place(s) of publication: publisher.
Example:

> Donelly, James H. and William R. George (1981), *Marketing of Services*. Chicago: American Marketing Association.
>
> Davidson, Russel and James G. MacKinnon (1993), *Estimation and Inference in Econometrics*. New York: Oxford University Press.

Articles in collected editions: authors' names, year of publication in parentheses, article title in quotes, the word "in" followed by the title of the collection, name(s) of publisher with the abbreviation "(eds.)" or "(ed.)", edition. place(s) of publication: publisher, page numbers of article.
Example:

> Nevin, John R. and Ruth A. Smith (1981), "The Predictive Accuracy of a Retail Gravitation Model: An Empirical Evaluation", in: The Changing Marketing Environment, Kenneth Bernhardt et al., (eds.). Chicago: American Marketing Association, 150-73.

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Journal Articles: authors' names, year of publication in parentheses, title in quotes, unabbreviated name of periodical in italics, volume, month of publication or edition number in parenthesis, page numbers.
Examples:

Ducoffe, Robert H. (1996), "Advertising value and advertising on the web," Journal of Advertising Research, 36 (5), 21–35

Alba, Joseph W. and J. Wesley Hutchinson (1987), "Dimensions of Consumer Expertise", *Journal of Consumer Research*, 13 (March), 411-54.

Unpublished works (dissertations, working papers): authors' name, year of publication in parenthesis, title of article in quotes, form of work cited, publishing institution or organization.
Example:

Coughlin, Maureen (1980), "Fear of Success: Reaction to Advertising Stimuli and Intention to Purchase", doctoral dissertation, City University of New York.

Web-Sites: authors' names, year of publication in parenthesis, title of the site or article in quotes, complete URL, access date in parenthesis.
Example:

Forrester Research (2014): "Prognose der Ausgaben für Onlinewerbung in den USA nach Segmenten in den Jahren2014 bis 2019 (in Millionen US-Dollar)", Statista, available on http://de.statista.com/statistik/daten/studie/200018/umfrage/prognose-der-ausgaben-fuer-onlinewerbung-in-den-usa-nach-segmenten/ (Accessed on November 25, 2015)

If there is no author listed on the website, use the institution/address as "author" of the website.
Example:

SpiegelOnline (2015), "Buying Better: The Impossible Challenge of Ethical Shopping", available on http://www.spiegel.de/international/how-we-can-become-ethical-consumers-a-1028298.html (Accessed on June 16, 2015)

If authors are cited with more than one work, the second time the repeating name (names) should be replaced by hyphens, i.e., "---".

If two or more **works by the same author(s) are published in the same year**, the works should be indexed by small letters, following the date.
Example:

Fornell, Claes and David F. Larcher (1981a), "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error", *Journal of Marketing Research*, 18 (February), 39-50.

---and---(1981b), "Structural Equation Models with Unobservable Variables and Measurement Error: Algebra and Statistics", *Journal of Marketing Research*, 18 (August), 328-88.

If there is no author given, you should name the editing institution. If the editing institution is not given, use "Anonymous".
In case the author's name starts with "von", the author should be assigned to the letter "V".

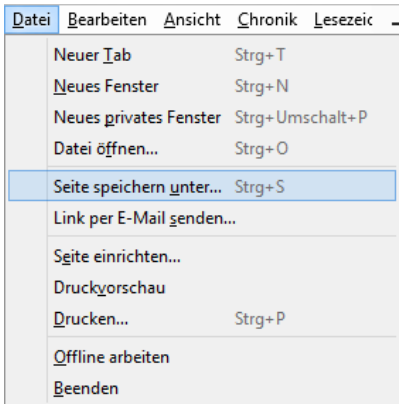
Example:

Von der Lippe, Peter (2006), „Deskriptive Statistik“, München: Oldenbourg, R.

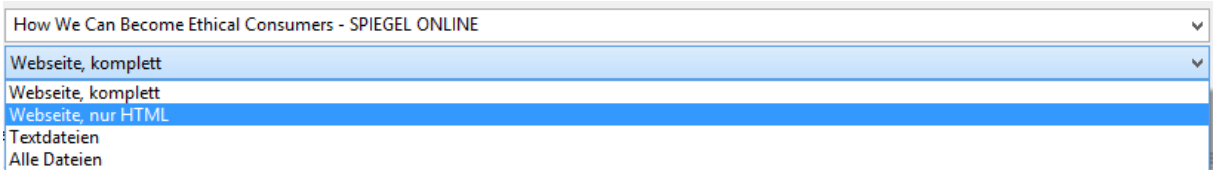
It is required that you record every cited website as a data file on a CD. The CD is part of the work and has to be handed in at the Department of Marketing / University of Bremen.

To record the cited website as a data file, open the full link used for the citation.

Step 1 (Firefox):



Step 2 (Firefox):



Save these files on your CD. Every website needs to be saved on the CD.

However, try to avoid to use websites as references for your theses/argumentation etc., since websites are dubious and do not represent academic standards.

2.2.6 Appendix

- The appendix should only include additional material like conducted interviews (transcript), surveys (results) etc.
- The appendix should not include illustrations, tables, models etc., which could have not been placed in the main body due to limited space.

2.3 Language and Expressions

- Avoid mistakes concerning grammar, punctuation, language, and spelling. In extreme cases they may lead to a deduction of points. Do not use ordinary language.

- It is a thesis. Your own opinion is welcome, but please remain factual.

- Phrase significant headlines and pay respect to the popular “recurrent theme”.

- Common abbreviations (“etc.”, “e.g.”…) are accepted and must not necessarily be listed in the abbreviation list, however try to avoid abbreviations. In case you are using

more than the common abbreviations, your initial mention of this specific term needs to be written-out with the abbreviation in brackets. Mentioning the term again, you can use then the abbreviation.
Example: "The term social enterprises (SE)… . However, more SE lead to more…"
But you also need to explain them in a list of abbreviations at the beginning of your work.

- Used symbols (e.g., within formulas) need to be explained in a symbol index at the beginning of the work. This is no substitution for explaining symbols in the text (at least at the point where they are used for the first time).

3 Content Layout

As a guideline for content layout we expect the reading of following articles:

- Sutton, Robert I. and Barry M. Staw (1995), "What Theory is Not", *Administrative Science Quarterly*, 40 (3), 371-84.

3.1 Content Structure

- **Introduction**
  - Case of problem
  - Relevance / motivation of the problem / research gap
  - Presentation of the research questions
  - Intended contribution.
  - Methodological Approach: How is the research question going to be answered and why? Is a qualitative or quantitative approach better? Why not the other one? Is it a conceptual work?
  - Explanation of the structure of the work

- **Main Body**
  - Theoretical / Conceptual Framework
    - Theoretical basis / overview (definitions of central aspects, models etc.) in regard to topic / research questions
    - Introduction / derivation to key hypothesis / conceptual aspects
  - Methodological Approach (if thesis contains empirical aspects)
    - Explanation of the chosen methodological approach in regard to purpose of the thesis
    - Detailed description and explanation of chosen (applied) methodology
    - Detailed description of evaluation of results
  - Results
    - Presentation of the results
    - Reference to own hypothesis

  - Discussion
    - Discussion of the results in regard to research questions
    - Critical reflection of chosen approach
    - Implications for practice and theory

- **Conclusion**
    - Precise answers to the research questions
    - Concluding comments
    - Limitations
    - Open questions and further research based on results

3.1.1 Introduction (Opening)

- Don‘t plunge the readers into the middle of your problem or theory.
- Take the time and space necessary to lead them up to the formal of theoretical statement of the problem step by step.
- Use examples to illustrate theoretical points or to introduce unfamiliar concepts or technical terms.
- No depiction of historic developments.
- No anticipation of results from the work in the introduction part
- Questions you should answer in the introduction: What is the problem? Why is it important and not trivial? What and how do you want to solve the problem?
- Summarize the current state of knowledge in the area of investigation.
- What previous research has been done on the problem?
- What are the pertinent theories of the phenomenon?
- Discuss the literature but do not include an exhaustive historical review.
- Formulate your research question(s) precisely!
- End the introduction with a brief overview of your term paper and how you want to answer your research question.
- State the key questions of your research explicitly and structure your work with regard to these core questions. Focus on your research questions.

3.1.2 Main body

- What is your approach to find a solution to your prior stated problem/research question?
- If possible, create a conceptual framework to structure your research problem.
- Keep a consistent style and present the material in logical manner.
- Question and compare methods and theories critically without extending the scope unnecessarily.
- Appropriate tables and figures are very helpful for presenting information.
- Present your results in an adequate way.
- Refer to your hypothesis
- Discussion of the results in regard to research question/concept
- Critical reflection of applied approach
- What are the theoretical, practical, or even political implications of the results?

3.1.3 Conclusion

- Sum up what you have found out and stress the evidence that supports your analysis.
- Answer the research question you have raised in the introduction.
- Refer back to your title and introduction to ensure you have rounded off your subject in an interesting way.
- Check whether you really have kept in line with the definitions and accruals, stated in the beginning of your work.
- No philosophical forecasts are demanded.
- State fields of further research.
- Also state the limitations of your work.

3.2 Overall

- No digressions! Although digressions are useful in textbooks, in theses they provoke the impression that the examined aspect could not reasonably be fitted in the line of argumentation. If one aspect does not fit into the structure, either the structure is not adequate or the aspect is not as important as if you could not leave it out.

- Do not use personal pronouns (“I analyze”, “We show”, …)! Instead, write in passive style, e.g. “It is shown, that…”.

- Write in present tense!

- Make sure, the reader understands your work and is able to follow your line of argumentation.

- Definitions have to be chosen with respect to whether or not they are appropriate for the existing selection of topics. Of course you should – as far as available and possible – use commonly used definitions. Definitions are important, because they specify what you are talking about in your work. If there do exist several definitions, in most cases it makes no sense to enumerate the various alternatives.

- Figures and tables are the best help for structuring the text and make the reading essentially easier. Own illustrations show personal contribution.

- If dealing with an overview of different theories, models, methods, or empirical studies, it generally makes sense to classify or typify them first. Avoid an unconsidered sequence of studies or models.

- Develop evaluation criteria if you compare or evaluate different theories, methods, models, or studies. Explain how you developed these criteria. Later on, only these selected criteria should be taken into account when theories etc. are evaluated.

- In many empirical studies, an overview of results from different studies is of interest. Tables are a good means to provide such an overview.

- If the results of different empirical studies disagree with each other, you have to analyze how these differences can be explained. In this case, among other things, you

have to look at the approach of the analysis. Here, it is not asked for a criticism of the different approaches in general. The objective should be to analyze, how far each specific study differs in its method from the other one and if these differences are useful to explain the divergence of results.

- Assumptions, practitioners' experiences, theoretical considerations, or plausible knowledge have to be distinguished from empirical results.

- Statements have to be made as accurate as possible (e.g., do not just talk about "the relevant data").

- Avoid undifferentiated judgments. Rather, judgments have to be justified. This can be done, for example by naming the sources which led you to your conclusions. Own opinions have to be distinguished from statements of fact. This should not take discourage you to draw conclusions, as long as they are explained.

4 Literature Research

- Your literature should be
  - Relevant,
  - Up-to-date,
  - Reliable, and
  - International.

- If you have conducted interviews, please add the according protocols in the appendix to your work. They should not be listed in the reference list.

- Possible literature research approaches:
  - Look for recent books about the specific topic.
  - Look for the last years/volumes of the most important journals.
    (ZfB, zfbf, DBW, Marketing ZFP, Journal of Marketing, Journal of Marketing Research, Marketing Science, Journal of Consumer Research, Marketing Letters, International Journal of Research in Marketing, Journal of Retailing; depending on the topic: further journals)
  - Database research
    e.g., Business Source Elite, Social Sciences Citation Index, Google Scholar, Science Direct, Web of Science etc.
  - Check for cross References. (Hence: preferably search for recent articles first, you will then find the classic ones by looking at the references).

- English written journals are highly recommended.
- The citation of high impact journals ("A-Jounals") is highly recommended. Try to avoid citations from low ranked journals.
  Ranking of Journals

- Introductory literature/initial readings: In many cases the department provides some initial readings. This should facilitate the access to the specific topic. The articles are

not necessarily of central importance for the topic you are working on. Previously, we might not necessarily know which sources are the most important ones. So, have a critical look at the introductory literature as well.

- Critical judgment of the sources and no naïve acceptance is an important part of scientific work. Even Professors can be mistaken once in a while.

- Not only quantity but also quality counts. This applies to the sources you cite as well as the work you deliver.

- Important sources have to be read in original. In adjacent disciplines you may choose to restrict to the newer standard-literature, e.g., (few and recent) textbooks.

5 Further Readings

- American Marketing Association (2009a), “AMA Reference List Style”, (accessed: November 24th, 2009), [http://www.marketingpower.com/AboutAMA/Documents/AMA_Reference_Style.pdf].

- American Marketing Association (2009b), “Journal of Marketing Submission Guidelines”, (accessed: October 21st, 2009), [http://www.marketingpower.com/AboutAMA/Pages/AMA%20Publications/AMA%20Journals/Journal%20of%20Marketing/JournalofMarketingSubmissionGuidelines.aspx].

- Baumgarth, Carsten, Martin Eisend, and Heiner Evanschitzky (2009), *Empirische Mastertechniken: Eine anwendungsorietierte Einführung für die Marketing- und Managementforschung*, Wiesbaden, Germany: Gabler.

- Becker, Howard S. und Pamela Richards (2007), *Writing for Social Scientists: How to Start and Finish Your Thesis*, 2nd edition, Chicago: Univ. of Chicago Press.

- Bänsch, Axel (2003), *Wissenschaftliches Arbeiten - Seminar- und Diplomarbeiten*, 8th edition, München: Oldenbourg.

- Ebster, Claus und Lieselotte Stalzer (2008), *Wissenschaftliches Arbeiten für Wirtschafts und Sozialwissenschaftler*, 3rd edition, Wien: Facultas.wuv.

- Herrmann, Andreas, Christian Homburg, and Martinl Klarmann (2008), *Handbuch Marktforschung*, 3rd edition, Wiesbaden, Germany: Gabler.
  Theisen, Manuel R. (2005), *Wissenschaftliches Arbeiten*, 12th edition, München: Vahlen

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Appendix I: Title Page

Titel der Seminar-, Bachelor- oder
Masterarbeit

Seminararbeit (Name der Lehrveranstaltung) im SS/WS 20XX

ODER

Bachelorarbeit zur Erlangung des akademischen Grades „Bachelor of Science“

ODER

Masterarbeit zur Erlangung des akademischen Grades „Master of Science“

im Fachbereich Wirtschaftswissenschaft
der
Universität Bremen

Eingereicht an der
Professur für Betriebswirtschaftslehre,
insb. Marketing
Prof. Dr. Maik Eisenbeiß

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6. Semester, Betriebswirtschaftslehre
Matrikelnummer: 1235793
Musterhausen, der 01.02.2016

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Appendix II: Statutory Declaration

Eidesstattliche Erklärung

„Hiermit versichere ich an Eides Statt, dass ich die vorliegende Arbeit selbstständig und ohne die Benutzung anderer als der angegebenen Hilfsmittel angefertigt habe. Alle Stellen, die wörtlich oder sinngemäß aus veröffentlichten und nicht veröffentlichten Schriften entnommen wurden, sind als solche kenntlich gemacht. Die Arbeit ist in gleicher oder ähnlicher Form oder auszugsweise im Rahmen einer anderen Prüfung noch nicht vorgelegt worden.“

_____ _____

Ort, Datum

Unterschrift

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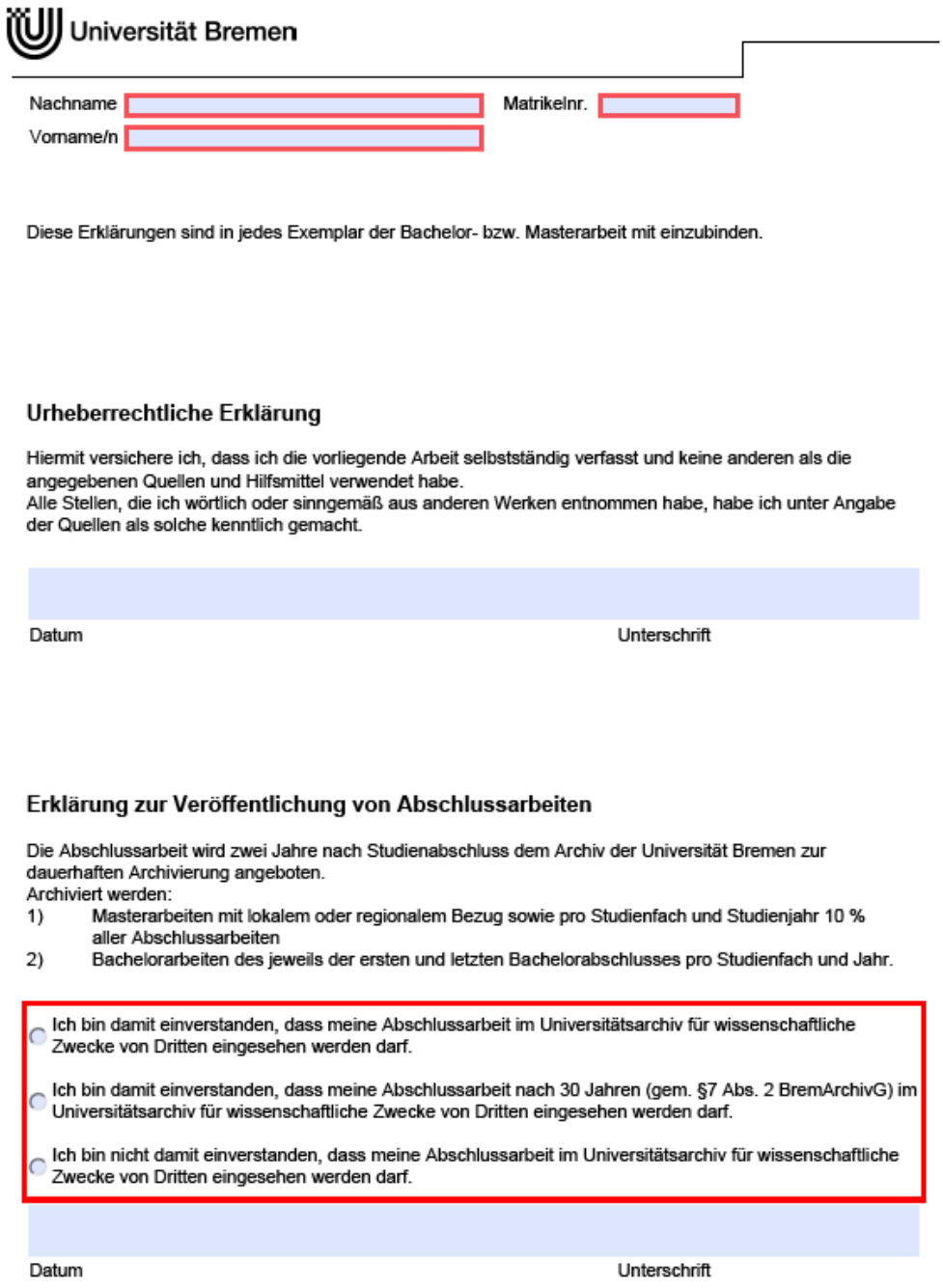
Appendix III

Please download and fill out the “Eigenständigkeitserklärung (mit der Erklärung zur Veröffentlichung)”. This should be the last page of your thesis.

http://www.uni-bremen.de/fileadmin/user_upload/single_sites/zpa/pdf/allgemein/Erklaerung_Arbeit.pdf



Universität Bremen

Nachname Matrikelnr.

Vorname/n

Diese Erklärungen sind in jedes Exemplar der Bachelor- bzw. Masterarbeit mit einzubinden.

Urheberrechtliche Erklärung

Hiermit versichere ich, dass ich die vorliegende Arbeit selbstständig verfasst und keine anderen als die angegebenen Quellen und Hilfsmittel verwendet habe.
Alle Stellen, die ich wörtlich oder sinngemäß aus anderen Werken entnommen habe, habe ich unter Angabe der Quellen als solche kenntlich gemacht.

Datum Unterschrift

Erklärung zur Veröffentlichung von Abschlussarbeiten

Die Abschlussarbeit wird zwei Jahre nach Studienabschluss dem Archiv der Universität Bremen zur dauerhaften Archivierung angeboten.
Archiviert werden:
1) Masterarbeiten mit lokalem oder regionalem Bezug sowie pro Studienfach und Studienjahr 10 % aller Abschlussarbeiten
2) Bachelorarbeiten des jeweils der ersten und letzten Bachelorabschlusses pro Studienfach und Jahr.

- Ich bin damit einverstanden, dass meine Abschlussarbeit im Universitätsarchiv für wissenschaftliche Zwecke von Dritten eingesehen werden darf.
- Ich bin damit einverstanden, dass meine Abschlussarbeit nach 30 Jahren (gem. §7 Abs. 2 BremArchivG) im Universitätsarchiv für wissenschaftliche Zwecke von Dritten eingesehen werden darf.
- Ich bin nicht damit einverstanden, dass meine Abschlussarbeit im Universitätsarchiv für wissenschaftliche Zwecke von Dritten eingesehen werden darf.

Datum Unterschrift