

**Template and formal guidelines**

**for theses and term papers**

**Chair of International Management**

John Doe

Matriculation number

Study program and semester

*Title of the Bachelor Thesis*

*(As registered with the examination office.   
In the case of a German title, the English version must also be indicated.   
This does not apply the other way around; the English title is sufficient here.)*

**Bachelor Thesis**

submitted to obtain the Bachelor's degree at the

Catholic University of Eichstätt-Ingolstadt

Faculty of Business Administration and Economics

Chair of International Management

Prof. Dr. Katja Gelbrich

City, ... (Submission date)

Mary Doe

Matriculation number

Study program and semester

*Title of the Master's thesis*

*(As registered with the examination office.   
In the case of a German title, the English version must also be indicated.   
This does not apply the other way around; the English title is sufficient here.)*

**Master's Thesis**

submitted to obtain the Master's degree at the

Catholic University of Eichstätt-Ingolstadt

Faculty of Business Administration and Economics

Chair of International Management

Prof. Dr. Katja Gelbrich

City, ... (Submission date)



Title of the Term Paper

**Term Paper "International Management" Summer 2024**

Faculty of Business Administration and Economics

Chair of International Management

Prof. Dr. Katja Gelbrich

|  |  |
| --- | --- |
| **Supervisor:**  **Submission due:**  **Presentation date:** | **Name**: Mary Doe  **Matriculation No.:** 123456  Degree program |

City, ............ (submission day)

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***☞ Hints:***

* Table of figures is created if the work includes three or more figures.
* Figures must be marked as such.
* Figures are to be numbered consecutively throughout the entire thesis.
* References follow in brackets immediately after the title of the figure.

# Tables

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***☞ Hints:***

* Table directory is only used if the work includes three or more tables.
* Concise and clear tables can be integrated into the running text.
* Extensive tables should be presented in the appendix.
* Tables must be numbered sequentially throughout the entire work.
* References follow in brackets immediately after the title of the table.

List of abbreviations

AA Automated agent

GDP Gross Domestic Product

IV Independent variable

TLI Tucker-Lewis Index

***☞ Hints:***

* All abbreviations must be listed alphabetically in the list of abbreviations.
* In addition, they should be introduced to the text, usually in combination with the original term, and when they appear for the first time. E.g., “An automated agent (AA) is…”
* Abbreviations should be used sparingly.
* Don't abbreviate terms for convenience.
* There is no need to list generally known abbreviations (e.g., etc., ...).

# Introduction

The introduction should introduce the topic, arouse interest, and establish the relevance of the topic. It outlines the current state of research on the topic and identifies the research gap. This is followed by the research question(s) that arise(s) from this gap. The introduction finishes with the implications of answering this research question (and thus the entire thesis) and avenues for future research.

The introduction should not anticipate the content of the paper and should not exceed 5-10% of the paper. It is advisable to find a "descriptive title" for the introduction, i.e. not "introduction".

# Literature research

When writing the scientific paper, it is your responsibility to read and analyze the scientific literature on the topic. Sometimes, your supervisor will recommend an article to introduce the topic. We recommended to use English-language journal articles whenever possible. All theses are subject to a plagiarism check.

# Formal guidelines

## External form of work

Use white A4 sheets for the thesis. The pages should be single-sided. The term paper should be punched and stapled (e.g. with a staple strip). Do not use transparent covers or the like. Bachelor's and Master's theses must be submitted with a bound soft cover.

## Scope of work

The work should not exceed the page numbers given in Table 1.

|  |  |  |
| --- | --- | --- |
| **Term Paper** | **Bachelor Thesis** | **Master's Thesis** |
| 15 pages | 20 pages | 60 pages |

Table 1: Scope of scientific work

This does not include outer and inner titles, table of contents, abbreviations, lists of figures and tables, appendix, and references. If the examination regulations of your study program require deviations from these rules, please discuss this with your supervisor early in the process.

## Text body

The requirements set out in Table 2 should be followed when you design the text.

|  |  |
| --- | --- |
| **Formatting** | **Request** |
| Margins | Top, bottom and right 2 cm; left 3 cm |
| Line spacing | 1.5 |
| Type size | 12 pt (footnote 10 pt) |
| Font | Times font family (in MS Word e.g. Times New Roman) |
| Formatting | Justification |
| Page numbers | At the top right of the text.  Cover page or title page without page number.  Appendixes, tables of contents, and other indexes with Roman numerals throughout.  Arabic numerals (starting with one). |
| Hyphenation | With automatic hyphenation, correct incorrect or unsightly separations using manual hyphenation. |

Table 2: Text formatting requirements

(Source: John Doe 2022, p. 42)

## Outline requirements

The outline must reflect the logical structure of the thesis and provide an overview of the work. In any case, you should discuss the structure with your supervisor. Items that are on the same level in the outline must have the same rank and belong together to an overarching problem. When subdividing, make sure that, for example, subheading 1.1 is followed by subheading 1.2. Take care not to repeat the chapter heading. There should be no text between a top item and the following sub item.

The depth of the outline depends on the nature and length of the paper. It shouldn’t be subdivided further than the third level. In the case of Master's theses, there may be a fourth level of organization in exceptional cases. The main part of the thesis should be divided into approximately the same number of subdivisions. It is important that the chapters are weighted as equally as possible. Only the first and last chapters are usually shorter. As a rule, each point should be at least one page in length.

# Body

## Presentation of the content

### Selection of the content to be represented

The scientific problem is presented and solved in the course of the work. The "common thread" of the thesis must be recognizable throughout. When working out the problem, it is important to focus on key points relevant to the topic so that the scope of the thesis is not exceeded. It is also important to note that a mere stringing together of literature sources does not constitute a scientific achievement in its own right.

Basic scientific terms do not need to be explained separately, as the work is generally aimed at an expert reader. You should avoid too frequent references and repetitions. In addition, the sentence structure should not be too complicated, and you should pay attention to a simple and clear line of thought.

### Footnotes

Footnotes are placed at the end of the page and are clearly separated from the text by a short line. They are to be numbered sequentially over the entire text part of the thesis. In the text, the superscript number refers to the corresponding footnote.[[1]](#footnote-2)

Avoid footnotes wherever possible. Important things go directly into the text, and unimportant things should not be included in the paper at all.

## Citing correctly

### Direct and indirect quotations

Impeccable citations are an expression of scientific diligence. For this reason, third-party intellectual property must be identified. Every citation must be verifiable. It can be quoted direct or indirect.

**Direct (literal) quotations** are enclosed in quotation marks. They have to be literally accurate. This also refers to outdated and incorrect spellings or punctuation unless changes are marked correctly. Figures 1 & 2 show examples of how changes to the source text must be marked.

"Service robots [such as chatbots or physical robots; Author's note] are system-based autonomous and adaptable interfaces that interact, communicate and deliver service to an organization’s customers (Wirtz et al. 2018, p. 909).

Fig. 1: Example of own additions in direct quotations

(Source: Wirtz et al. 2018, p. 909)

"Service robots can have a **physical** representation […] or are only **virtually**” [highlighted by the author] represented.” (Wirtz et al. 2018, p. 909).

Fig. 2: Example of emphases and omissions in direct quotations

(Source: Wirtz et al. 2018, p. 909)

Quotations in a quotation are followed by an apostrophe ('...') at the beginning and end. In case of thesis written in German, quotations from English sources do not need to be translated. However, direct quotations from other foreign languages should be translated in a footnote.

As a general rule, **direct quotations** should be used extremely sparingly. They reflect other people's thoughts without reflection, and the goal of scientific work is precisely to formulate one's own thoughts. Direct quotations should therefore only be used in exceptional cases (e.g., for concise definitions) and should be as short as possible.

**Indirect (analogous) quotations** are better in any case. In this case, the statement is not taken verbatim. It must be clear when the indirect quotation begins and ends (see Figure 3).

The cost pressure is enormous, not only in the consumer goods and services sector (Morgan/Yu 2004), but also in industrial goods markets such as plastics processing (Müller/Meier 2004).

Fig. 3: Example of an indirect quotation in the text

(Source: Müller/Meier 2004)

### References by citations

After each citation, you must include a reference to the corresponding source. The Chair of International Management uses the Harvard citation style. That is, immediately after the citation, the following is inserted in parentheses. Table 3 provides more detailed information on references in the text.

(<Author> <Year of Publication>, <Spot (page number)>)

*Example: (Wirtz et al. 2018) or (Shenkar 2001, p. 525)*

|  |  |
| --- | --- |
| **Citation** | **Hints** |
| Author(s) | The author's surname must be mentioned.  Two authors are separated by a forward slash.  If there are more than two authors, only the former is to be listed; the others are identified by the abbreviation "et al." (= and others). |
| Year of  publication | Year of publication.  If an author has published several papers in one year, they must be arranged alphabetically in the bibliography according to the respective title. To differentiate between them, the sources are given alphabetical letters directly by year (e.g. Davidow 2022a, Davidow 2022b). |
| Location in the text | Refer to the quoted passage of the original work, to which the text of your work refers.  Direct quotations, must be indicated with page number, indirect quotations only need a page number if they refer to very specific paragraphs or information.  Single page or multiple pages can be used (p. or pp.). |

Table 3: References by citations

(Source: Based on John Doe 2023)

As a matter of principle, you must cite original sources. Only if the original work is not objectively accessible, secondary quotations can be made. In this case, the original source must be cited in brackets, and the secondary source must also be indicated with the words "cited from".

*Example: (Müller 1983, p. 7; cited from Meier 2015, p. 18)*

You can also cite several sources. In this case, these are arranged alphabetically and separated by a semicolon.

*Example: (Ajzen/Fishbein 1980; Kotler 1999)*

If you want to use an indirect quotation that still refers to a concrete page number, you should include this paper number (or set of pages) into your citation as well.

*Example*: (Wirtz et al. 2018, pp. 907-909)

*Example:* Wirtz et al. (2018, p. 905) argue that…

Figures or facts that have not been taken from the literature (e.g. expert interviews) are also cited according to the above-mentioned principle, but without a page number.

*Example: (Röder 2010)*

Sources from the Internet are often not divided into pages or sections. For this reason, the following citation is given for the reference:

*Example citation of an article on the Internet: (Günter 1998)*

*Example citation of a study on the Internet: (Federal Statistical Office 2008)*

If a publication is published both on the Internet and in printed form, the printed form should always be cited!

# End

The last chapter contains the final thoughts of the thesis. Here, you summarize the results at a glance with reference to the objectives formulated at the beginning. The final chapter also contains a theoretical discussion and practical implications for managers. In addition, it includes the limitations of the work and suggestions for future research. It is important that no new ideas are presented here that should have been addressed in the main body of the paper.

# List of tools used

SPSS Data analysis (Results, p.35-42)

Qualtrics Questionnaire preparation (Methodology, p.27-30)

Prolific Data collection (Methodology, p.27 & p.29)

ChatGPT Brainstorming on the practical relevance of the topic (Introduction, p.2)

Grammarly Text optimization (Whole manuscript; p.1-63)

DeepL Translation German – English (Results, p.43,45-46)

***☞ Hint:***

* In this section, you must specify all the tools and software used. In addition, you must list what they were used for and in which section the results were mainly used.
* These include, for example, programming and evaluation software used, such as R, SPSS or Stata, but also generative tools of artificial intelligence such as ChatGPT.

References

Harrer, M., Cuijpers, P.; Furukawa, T.A; Ebert, D. D. (2021): Doing Meta-Analysis with R: A Hands-on Guide. Taylor & Francis eBooks, First edition. Boca Raton, London, New York: CRC Press.

***Mono-graphs***

David, F. R. (2009): Strategic Management. Concepts and Cases, 12th Ed., Upper Saddle River.

Greenberg, J. (1993): The Social Side of Fairness: Interpersonal and Informational Classes of Organizational Justice, in: Cropanzano, R. (ed.): Justice in the Workplace: Approaching Fairness in Human Resource Management, Hillsdale, 79-103.

***Contribu-tions to anthologies***

Homburg, C.; Bucerius, M. (2008): Customer Satisfaction as a Management Challenge, in: Homburg, C. (Ed.), Customer Satisfaction, 7th ed., Wiesbaden, 53-90.

Crolic, C., Thomaz, F.; Hadi, R.; Stephen, A. T. (2022): “Blame the Bot: Anthropomorphism and Anger in Customer–Chatbot Interactions,” in: *Journal of Marketing*, 86 (1), 132–48.

***Journal  
articles***

Gelbrich, K.; Hagel, J.; Orsingher, C. (2021), “Emotional Support from a Digital Assistant in Technology-Mediated Services: Effects on Customer Satisfaction and Behavioral Persistence,” in: *International Journal of Research in Marketing*, 38 (1), 176–93.

Church, Bella (2023), “5 Types of Chatbot and How to Choose the Right one for your Business,” (accessed February 6, 2024), <https://www.ibm.com/blog/chatbot-types/>.

***Internet Source***

Saha, Sudip (2023), “Automonous Agents Market Outlook (2023-2033),” (accessed January 5, 2024), <https://www.futuremarketinsights.com/reports/autonomous-agents-market>.

***☞ Hint:***

* For the different references, the following citation should be used:

**Monographs:**

Surname, first name (year of publication): Title. Subtitles, edition, place of publication.

**Contributions to anthologies**

Surname, first name (year of publication): Title. Subtitles, in: Surname, first name of the editor (ed.), title of the anthology, edition, place of publication, volume (if available), page numbers.

**Journal articles**

Surname, first name (year of publication): title of the article, in: title of the journal, volume or year, number of the issue, number of pages.

**Internet sources**

Surname, first name (possibly ed.), (year of publication): Title, published on the Internet, (accessed on date); URL https://....

* The reference list must include all sources of the thesis.
* Sources must be given in alphabetical order by author.
* Several publications by an author are ranked according to their year of publication, starting with the most recent post.
* In the case of anthologies and journals, the first and last pages must be indicated.
* Do not list:
  + Edition details, such as "fully revised", "enhanced", etc.
  + Name of the series (except for working papers, discussion papers) and the publisher, equipment, page number, ISBN number, etc. The DOI might be added but is not mandatory.

***We expressly warn against attempting to simulate an intensive study of sources through the size of an arbitrarily expanded reference list. The list of sources used is also subject to examination, as are all other parts of the work.***

Appendix

The appendix usually follows the reference list and supplements the main text. It contains extensive explanations that would disrupt the main text (e.g., tables, digressions, legal texts). The main text should refer to the appendix, which should contain only material that is truly related to the main document. If the appendix is large, it may be helpful to begin it with a separate table of contents, listing all parts of the appendix.

Declaration on honor

With the amendment of the Examination Regulations (APO, amended by the statutes of 22 December 2022), all examinations, including term papers and theses, must be completed independently and without the use of any aids other than those indicated. A **separate explanation** for this is **therefore no longer necessary**.

This applies to term papers, bachelor's and master's theses. Accordingly, no such declaration is required for any written elaboration.

1. Footnote example [↑](#footnote-ref-2)