

# Guidelines for the formal design of academic papers

- As of May 2024 -

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## **1 General information**

### **1.1 Submission format, page count and place of submission**

Depending on the type of work, scientific papers must be submitted either in digital form (= on a USB stick, no CDs) or digitally via email (= 2 Word versions and 2 PDF versions, one of each of which must be saved anonymously + any electronic attachments; max. 18 MB as an attachment) by the deadline. The specific submission format can be found below:

#### a) Seminar paper Master, 10 ECTS

- digitally via email
- 20 pages
- Submission via email to the respective supervisor and as CC to the chair's email address (marketing@uni-wuerzburg.de)

#### b) Term paper

- digitally via email
- approx. 15 pages
- Submission via email to the respective supervisor and as CC to the chair's email address (marketing@uni-wuerzburg.de)

Note: For group work, the name and matriculation number of the author of the respective group work chapter/section must be indicated in the header.

#### c) Internship report Bachelor 4 weeks, 5 ECTS (8 weeks, 10 ECTS)

- digitally via email
- 10 pages (15 pages)
- Submission via email to the respective supervisor and as CC to the chair's email address (marketing@uni-wuerzburg.de)

#### d) Bachelor thesis

- digital as Word and PDF versions (+ electronic attachments, if applicable) on a USB stick
- 30 pages
- Submission to the Examination Office

#### e) Master thesis

- digital as Word and PDF versions (+ electronic attachments) on a USB stick (2x)
- 60 pages
- Submission to the Examination Office

Note: The information regarding the scope of the work is binding and may not exceed or fall short of the specified amount by more than 10% without consultation with the respective supervisor.

## 1.2 Submission of data sets and model calculations

In the case of empirical quantitative scientific work, the collected data set must also be submitted in SPSS or Excel for Windows format, as well as the calculation models used (algorithms, etc.) in the appropriate format.

In the case of empirical qualitative scientific work, transcripts or summaries of the interviews must also be submitted.

In both cases, the corresponding data sources (e.g., questionnaires) must be submitted.

## 1.3 Content sequence

### 1.3.1 Content sequence Internship report/Seminar paper/Term paper

- 1) Softcover with title page or transparent cover
- 2) Title page
- 3) Table of contents
- 4) List of abbreviations
- 5) List of figures
- 6) List of appendices
- 7) List of tables
- 8) Text
- 9) Appendix
- 10) Reference list
- 11) Affidavit

### 1.3.2 Content sequence Bachelor thesis/Master thesis

- 1) Softcover or hardcover with title page
- 2) Title page
- 3) Abstract (in German)
- 4) Table of contents
- 5) List of abbreviations
- 6) List of figures
- 7) List of appendices
- 8) List of tables
- 9) Text
- 10) Appendix
- 11) Reference list
- 12) Affidavit

**Note:** Even if you only use one abbreviation, figure, table, or appendix, you must create a list for it.

**Note:** You are free to use gender-neutral wording throughout your work. However, you should always include a brief note on one of the first pages of your work explaining how you use gender-specific wording. You could use a note such as “For reasons of better readability, the generic masculine form is used in this work.”

## **2 Formatting**

### **2.1 Page layout**

- Page format: DIN A4
- Page margins: Top: 2.5 cm; left: 2.5 cm; right: 2.5 cm, bottom: 2.0 cm

### **2.2 Text design**

- Font: Times New Roman
- Font size for body text: 12 points
- Font size for footnotes: 10 points
- Font size for main chapter headings: 14 points and bold
- Font size for section and subchapter headings: 12 points and bold

### **2.3 Paragraph formatting**

- Line spacing: 1.5 lines for body text and headings, 1 line for footnotes
- Insert blank lines before paragraphs
- One paragraph = one train of thought
- A paragraph consists of at least two sentences
- Paragraphs should be formatted in justified alignment
- Spacing after main chapter headings: 18 points
- Spacing before section and subchapter headings: 18 points

### **2.4 Design of tables and figures**

#### **2.4.1 Font size**

The font size in tables must be at least 10.

#### **2.4.2 Labeling und Formatting**

Tables and figures must be labeled with a caption, numbered, and include a source reference (see below). Single line spacing, font size 12, and left alignment should be used. Care should be taken to ensure that the formatting is legible.

Numbering options:

- a) Continuous numbering throughout  
Example: "Figure 12: Overview of behavioral science theories"
- b) Numbering in relation to the chapter  
Example: "Figure 3-1: Overview of behavioral science theories"

#### **2.4.3 Identification of references**

- Unmodified reproduction of figures / tables → citation of the original source
- Reproduction of figures / tables in modified form → citation of the original source(s) with the addition „cp“
- Figures / tables developed entirely independently by the author → no source citation necessary (the addition "own representation" should be omitted)
- The source of the figure or table is only indicated in the text, not in the lists

#### **2.4.4 Placement in the text**

- The content of tables and figures must be referenced in the text.
- Tables and figures should be integrated into the text if they are related to the text.
- Extensive presentations such as questionnaires, legal texts, literature tables, etc. should be placed in the appendix.

### 3 Citation style

#### 3.1 Verifiability

Every quotation must be verifiable. The ideas of others must be identified as such.

#### 3.2 Citation format

- Footnotes are not used for source references in the text; instead, the source is referenced within the text.
- The source reference should be inserted at the end of the corresponding thought. If an entire paragraph reflects the idea of a source, the source reference should be inserted at the end of the paragraph.
- If there is one author, they are named (followed by the corresponding year of publication): TEXT TEXT TEXT (Author1 year of publication)
- If there are two authors, an “and” is placed between the two authors: TEXT TEXT TEXT (Author1 and Author2 year of publication)
- If there are three authors, a comma is placed between the first two and “and” between the second and third: TEXT TEXT TEXT (Author1, Author2, and Author3 year of publication)
- If there are four or more authors, only the first author is named, followed by “et al.”: TEXT TEXT TEXT (Author1 et al. year of publication)

#### Example for 2 authors:

E-commerce encompasses all electronic exchange activities between a company and its customers. (Chaffey and Ellis-Chadwick 2019).

### 3.3 Forms of citation

#### 3.3.1 Paraphrased citations

Paraphrased citations cite fundamental statements from another source. The more specific these statements are, or if they only appear in specific places in this source, the more likely it is that an additional page number citation will be necessary. A page number can be omitted if reference is made to the entire work or article.

#### Examples:

- The work focuses on empirically determining the effects of special price promotions aimed at end customers (Gedenk 2002, p. 21f.).
- A satisfied customer is highly likely to choose the same provider again (Fornell 1992, p. 8ff.; Herrmann 1995, p. 238).
- E-commerce encompasses various types of electronic-based forms of exchange (Chaffey and Ellis-Chadwick 2019).

#### 3.3.2 Direct quotations

- Direct quotations must be reproduced in the exact wording of the original source and placed in quotation marks.
- Quotations in other languages do not need to be translated into the base language of the academic paper.
- Omissions in quotations must be indicated by three consecutive dots (...).
- Additions must be placed in square brackets [ ].

**Integrated example:** „It is advisable to supplement conjoint analysis [regardless of the specific form] with other methods (...) when determining price-sales functions.“ (Homburg 2012, p. 685).

## 4 Reference list

### 4.1 Order of references

- Sources must be listed alphabetically and chronologically by author.
- First names are abbreviated after the first letter and a period.
- If an author has published multiple works, they are listed in order of publication date, starting with the oldest work.
- If an author has published multiple works in the same year, lowercase letters starting with “a” are added after the year.
- Individual publications by an author come before publications with co-authors. Works with one co-author are cited first, then those with two co-authors (etc.), in alphabetical and chronological order.
- Generally, there is **no** separation according to the type of source (e.g., book source, journal source).

#### Examples:

Holle, S. (1991), ...

Holle, S. (1995a), ...

Holle, S. (1995b), ...

Holle, S., Bauer, O. (2005), ...

Holle, S., Gärtner, A. (1996), ...

Holle, S., König, M. (2006), ...

Holle, S., Dietz, M. D., Tanner, D. (2008), ...

Holle, S., Ahrens, N.-A., Weise, J.-W., Schader, B. (2008), ...

### 4.2 Overview of citation styles for different references

#### 4.2.1 Citation of academic journals and magazines

- **General format:**  
Author (year of publication), title of article, name of academic journal, volume (issue), page numbers.
- **Examples:**  
Homburg, C., Koschate, N., Hoyer, W. D. (2006), The Role of Cognition and Affect in the Formation of Customer Satisfaction – A Dynamic Perspective, Journal of Marketing, 70 (3), 21-31.  
  
Homburg, C., Fürst, A., Sieben, F. (2003), Kundenrückgewinnung: Willkommen zurück!, Harvard Business Manager, 25 (12), 57-67.

#### 4.2.2 Citation of social magazines / daily newspapers

- As with academic journals
- For newspapers with a daily publication date, the current date should be cited (instead of the year and issue).

**Note:** In newspapers and online media, the author is often not directly identifiable. In this case, instead of the author, one would cite “n.a.” – “no author.”

**Example:** n.a. (2007), Höhere Preise, höhere Kurse, Wirtschaftswoche, 19, 103.



#### **4.2.3 Example of citing books**

Homburg, C., Krohmer, H. (2009), Marketingmanagement: Strategie, Instrumente, Umsetzung, Unternehmensführung (3. edition), Wiesbaden: Gabler.

#### **4.2.4 Example of citing anthologies**

Tomczak, T., Rudolf-Sipötz, E. (2006), Bestimmungsfaktoren des Kundenwertes, in: B. Günter, Helm, S. (Hrsg.), Kundenwert: Grundlagen-Innovative Konzepte-Praktische Umsetzungen (3. edition, 127-154), Wiesbaden: Gabler.

#### **4.2.5 Example of citing Internet sources**

n.a. (2019), Marketingpreis 2018, Marketingclub Mainfranken, <https://marketingclub-mainfranken.de/marketingpreis/marketingpreis-2018-ausschreibung/> [accessed on 20.12.2019].

#### **4.2.6 Example of citing unpublished dissertations**

Unpublished dissertations are supplemented with the following information:  
Unpublished dissertation, university, location.

**Note:** Published dissertations are cited like books.

#### **4.3 Alternative citation rules**

For English-language papers, the guidelines of the Journal of Marketing may be used instead of the citation rules listed in section 4.2.

## 5 Title page

The title page can be designed freely, except for the contents in the framed box. The contents vary depending on the type of work (see below).

### 5.1 Internship report

Internship report as a subject-specific key qualification within the framework of a supervised company internship in [SEMESTER]	
Submitted to:	Prof. Dr. Jana-Kristin Prigge Chair of Business Administration and Marketing University of Würzburg
by:	[LAST NAME, FIRST NAME]
from:	[PLACE OF BIRTH]
on:	[DATE OF SUBMISSION]
Matriculation No.:	
Semester:	

### 5.2 Bachelor thesis

Independent scientific thesis for the academic degree of Bachelor of Science (B.Sc.) on the topic:	
.....  .....	
Submitted to:	Prof. Dr. Jana-Kristin Prigge Chair of Business Administration and Marketing University of Würzburg
by:	[LAST NAME, FIRST NAME]
from:	[PLACE OF BIRTH]
on:	[DATE OF SUBMISSION]
Matriculation No.:	
Semester:	

### 5.3 Seminar paper, term paper and group work

Seminar paper in [SEMESTER]	
Topic of the paper:	..... .....
Submitted to:	Prof. Dr. Jana-Kristin Prigge Chair of Business Administration and Marketing University of Würzburg
by:	[LAST NAME, FIRST NAME]
from:	[PLACE OF BIRTH]
on:	[DATE OF SUBMISSION]
Matriculation No.:	
Semester:	

**Note:** For group work, the name, place of birth, matriculation number, and semester number for each group member must be listed below and/or next to each other.

### 5.4 Master thesis

Independent scientific thesis for the academic degree of Master of Science (M.Sc.) on the topic:	
	..... .....
Submitted to:	Prof. Dr. Jana-Kristin Prigge Chair of Business Administration and Marketing University of Würzburg
by:	[LAST NAME, FIRST NAME]
from:	[PLACE OF BIRTH]
on:	[DATE OF SUBMISSION]
Matriculation No.:	
Semester:	

## 6 Table of contents and outline

### 6.1 Outline format

- The structure follows a numerical order and the principle of gradation.
- Each sub-section must have at least two bullet points.
- The pages of the text of the thesis, any appendices, the reference list and the Affidavit are numbered with Arabic numerals.
- The text of the thesis begins on page 1.
- The pages of the table of contents, list of figures, list of tables, and list of abbreviations are numbered consecutively in Roman numerals, starting with I.

### 6.2 Table of contents

- The table of contents itself is not listed in the table of contents
- Outline points must include a page number (right-aligned) and the spaces are filled with dots
- Section numbers are indented and all start on the same alignment line
- There must be no period after the last digit


### 6.3 Example of a table of contents

Inhaltsverzeichnis	
Abbildungsverzeichnis .....	IV
Tabellenverzeichnis .....	V
Abkürzungsverzeichnis .....	VI
1 Einleitung .....	1
2 Theoretische und konzeptionelle Grundlagen .....	3
2.1 Bestandsaufnahme der Literatur zur XXX .....	6
2.2 Das Konstrukt der XXX .....	8
3 Besonderheiten der XXX .....	10
3.1 Der Aspekt der .....	10
3.2 XXX .....	18
3.3 XXX .....	24
3.4 Kombinierte Konzepte .....	30
3.4.1 Verschiedene theoretische Modelle .....	30
3.4.1.1 Modell X .....	30
3.4.1.2 Modell Y .....	34
3.4.2 Digital and sustainable communication management .....	36
3.5 XXX .....	41
4 Methodische Grundlagen der Untersuchung .....	44
4.1 XXX .....	44
5 Zusammenfassung und Implikationen .....	64
Anhang .....	67
Literaturverzeichnis .....	69
Eidesstattliche Erklärung .....	78

## 7 Affidavit

The Affidavit must be signed personally and comply with the following template.

The use of chatbots is permitted under the conditions specified.



Julius-Maximilians-  
**UNIVERSITÄT  
WÜRZBURG**

Versicherung zur selbständigen  
Leistungserbringung

Titel der

Thema bereitgestellt von (Titel, Vorname, Nachname, Lehrstuhl):

Eingereicht durch (Vorname, Nachname, Matrikel):

Ich versichere, dass ich die vorstehende schriftliche Arbeit selbständig verfasst und keine anderen als die angegebenen Quellen und Hilfsmittel benutzt habe. Die benutzte Literatur sowie sonstige Hilfsquellen sind vollständig angegeben. Wörtlich oder dem Sinne nach dem Schrifttum oder dem Internet entnommene Stellen sind unter Angabe der Quelle kenntlich gemacht.

Weitere Personen waren an der geistigen Leistung der vorliegenden Arbeit nicht beteiligt. Insbesondere habe ich nicht die Hilfe eines Ghostwriters oder einer Ghostwriting-Agentur in Anspruch genommen. Dritte haben von mir weder unmittelbar noch mittelbar Geld oder geldwerte Leistungen für Arbeiten erhalten, die im Zusammenhang mit dem Inhalt der vorgelegten Arbeit stehen.

☐ Mit dem Prüfungsleiter bzw. der Prüfungsleiterin wurde abgestimmt, dass für die Erstellung der vorgelegten schriftlichen Arbeit Chatbots (insbesondere ChatGPT) bzw. allgemein solche Programme, die anstelle meiner Person die Aufgabenstellung der Prüfung bzw. Teile derselben bearbeiten könnten, entsprechend den Vorgaben der Prüfungsleiterin bzw. des Prüfungsleiters eingesetzt wurden. Die mittels Chatbots erstellten Passagen sind als solche gekennzeichnet.

Der Durchführung einer elektronischen Plagiatsprüfung stimme ich hiermit zu. Die eingereichte elektronische Fassung der Arbeit ist vollständig. Mir ist bewusst, dass nachträgliche Ergänzungen ausgeschlossen sind.

Die Arbeit wurde bisher keiner anderen Prüfungsbehörde vorgelegt und auch nicht veröffentlicht. Ich bin mir bewusst, dass eine unwahre Erklärung zur Versicherung der selbstständigen Leistungserbringung rechtliche Folgen haben kann.

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Ort, Datum, Unterschrift

Ref. 2.3 / Stand: 24.11.2023

## **8 Presentations**

### **8.1 General information**

- Presentations should be created using PowerPoint
- Avoid using complete sentences where possible and use keywords instead (exceptions include definitions, for example)
- Support statements with graphic representations
- Precisely formulate key statements and organize arguments
- Cite sources and referenced literature
- Allocate time appropriately to the individual points
- Divide the allotted time for the presentation and do not exceed it

### **8.2 Information on slide design**

- General recommendation: Use the provided slide master as a guide
- Slides should be numbered
- Font can be freely selected for presentations
- Font sizes
  - Slide headings (main headings): SG 20 or SG 22
  - Slide text: at least SG 14
  - Text in tables / illustrations: at least SG 10
- Do not overload slides with text
- Structure text with inserts and bullet points
- Use colors, animations, and text effects sparingly
- Ensure that image and/or text elements are aligned consistently