



University of Stuttgart
Germany

Guidelines

for the Preparation of Theses

at the Department of Marketing

University of Stuttgart
School of Management
Department VI – Business Administration and Marketing
Professor Dr. Christina Kühnl
Keplerstr. 17
70174 Stuttgart

As of April 2025

Table of Contents

1	Copies and files to submit.....	3
2	Language.....	3
3	Scope.....	3
4	Time frame.....	4
5	Font, line spacing, page layout	4
6	Structure.....	5
7	Citations	10
8	Bibliography	12
9	Plagiarism	14
10	Further reading.....	14
11	Appendix.....	15

1 Copies and files to submit

One printed copy of the bachelor, master or diploma thesis is to be handed in to the department's administrative office or the supervisor. The number of printed copies to be submitted depends on the respective examination regulations of the student's degree programme. The thesis should be printed one-sided and have a thermal binding.

In addition, the following files must be submitted on a separate data carrier or by e-mail to the supervisor of the department:

- Copy of the thesis as Word and PDF file
- Anonymised copy of the thesis (i.e. no name, matriculation number, etc.) as a Word file for the plagiarism check.
- All data sets and analyses created as part of the thesis (e.g. SPSS data set, syntax and output; R code, MAXQDA analysis and coding, transcripts for qualitative interviews, etc.).

Seminar papers and written elaborations of the project study do not have to be submitted in printed form. Here, submission in digital form is sufficient. The submission modalities will be discussed within the framework of the respective course.

2 Language

All papers can be written in either German or English unless otherwise specified.

3 Scope

For seminar papers, bachelor, master and diploma theses, the following scope is recommended per person (excluding tables of contents, figures, tables and appendices):

- Seminar paper for bachelor students: 10-12 pages
- Project study for bachelor students: project report (3 to 4 pages) and PowerPoint presentation
- Bachelor thesis (12 weeks): approx. 30-35 pages
- Bachelor thesis (6 months): approx. 50-55 pages

- Seminar paper for master students: 12-14 pages
- Student Research Paper (Technology Management): 15-45 pages
- Master / diploma thesis: approx. 60-65 pages (roughly 35 for a paper-based thesis)

Exceeding or falling short of the scope is prohibited and will lead to a lower grade.

In case of group seminar papers or theses, a contribution statement has to be included alongside the statutory declaration and the list of used auxiliary tools. The statement should contain a table which shows the students' respective contributions to the individual chapters to facilitate individual grades (see Appendix 11.4).

4 Time frame

For seminar papers, bachelor, master and diploma theses, the following time frames are envisaged:

- Seminar paper for bachelor students: 8 weeks
- Project study for bachelor students: 6 weeks
- Bachelor thesis: usually 12 weeks
- Seminar paper for master students: 9 weeks
- Student Research Paper (Technology Management): usually 24 weeks
- Master thesis: usually 20 weeks

In case you cannot observe the deadline for your thesis due to illness, please submit a doctor's note without delay. The doctor's note will be examined on a case by case basis and may lead to an extension of the deadline.

5 Font, line spacing, page layout

- Font type: "Times New Roman"
- Font size
 - Text, table of contents etc.: 12 points
 - Footnotes: 10 points

- Chapter and paragraph headers: at least 12 points, font sizes can be staggered to better visualize the structure
- Figures and tables: at least 10 points
- Formatting: full justification
- Line spacing:
 - Thesis (text, table of contents etc.): 1.5-spaced
 - Footnotes: single-spaced
- Paragraph indentions and spacing are to be set to 0 points.
- Paragraphs should be separated visually by an extra line. A paragraph corresponds to one train of thought. Paragraphs have to be formatted in justification and need to consist of at least two sentences.
- Format: DIN A4; margins:
 - top: 2.5 cm; bottom: 2.0 cm; left: 2.5 cm; right: 2.5 cm

6 Structure

The following structure is to be observed:

1. Title page
2. Lock flag (*if applicable*)
3. Abstract in German or English
4. Table of Contents
5. List of Figures (*if applicable*)
6. List of Tables (*if applicable*)
7. List of Abbreviations (*if applicable*)
8. Main Body of the Text
9. Bibliography
10. Appendix
11. Statutory Declaration
12. List of used auxiliary tools
13. Contribution Statement (*if applicable*)

6.1 Title page

The title of the thesis will be discussed with the supervisor of the thesis and recorded in the official registration form of the thesis of the examination office. It is imperative that the title of the thesis handed in at the end matches the title used on the registration form. A change of the title is only possible in exceptional cases after consultation with and approval of the supervisor(s).

6.2 Cover

A cover sheet template is provided in the appendix.

6.3 Lock flag

When papers are written in cooperation with a company, cooperation partners may request a nondisclosure agreement. In that case a lock flag, based to the following text, should be included in the thesis.

“The following seminar paper / bachelor / master / diploma thesis / project study / student research paper contains confidential information. As a result, it cannot be made accessible to the public. In order to fulfill this requirement, the following lock flag has to be complied with: this seminar paper / bachelor / master / diploma thesis / project study / student research paper has been written for internal purposes of company xyz. As a result, the publication of this thesis in any form requires explicit approval by company xyz. In accordance with the examination regulations necessary to graduate from the University of Stuttgart, one copy of the thesis will be kept under wraps at the supervising department. The thesis will not be made accessible to third parties.“

6.4 Abstract and Keywords

The abstract offers a short but comprehensive summary of your paper’s contents. The following aspects should be included to provide readers an overview of your research: research topic, research questions, sample, the methods applied, results, data analysis and conclusions. Possible implications and future research questions may also be described. Your abstract should consist of a single paragraph of double-spaced text. The abstract should not be longer than 250 words or one page. It should contain no figures, tables or sources. The abstract is generally written in English, a German abstract is, however, possible. The abstract should be on a separate page in between the title page and the table of contents.

The keywords (number: approx. 3-6) are given below the abstract and consist of relevant keywords of the paper.

6.5 Table of contents and structure

The structure has to be carried out in numerical order based on the gradation principle. Each substructure should contain at least two bullet points. The chapters and paragraphs have to be balanced and accurately separated. The length of a paragraph should reflect its contribution to answering the research questions of the paper. Do not number the list of tables, figures etc.

The pages of the list of figures, list of tables and list of abbreviations and the pages of the table of contents should be consecutively numbered with Roman numerals starting with numeral I.

The pages of the main body of the text as well as the appendix, bibliography, statutory declaration, and used auxiliary tools should be numbered with Arabic numerals. The text begins on page 1. Figure 1 shows a simplified version of a table of contents.

Inhaltsverzeichnis

Abbildungsverzeichnis	IV
Tabellenverzeichnis	V
Abkürzungsverzeichnis	VI
1 Einleitung	1
1.1 Kontext	1
1.2 Problemstellung	1
1.3 Struktur der Arbeit	1
2 Konzeptionelle Grundlagen der Untersuchung	2
2.1 Bestandsaufnahme der Literatur zur Kundenzufriedenheit	2
2.1.1 Forschungsbereiche im Überblick	2
2.1.2 Das Konstrukt der Kundenzufriedenheit	2
2.1.3	2
2.2 Besonderheiten des Industriegütermarketing	3
2.2.1 Der Aspekt der Multipersonalität	3
2.2.2	3
2.2.3	3
3 Methodische Grundlagen der Untersuchung	4
4	5
5 Zusammenfassung und Implikationen	6
Literaturverzeichnis	7
Anhang	8
Eidesstattliche Erklärung	9

II

Figure 1: Illustration of a table of contents

6.6 Lists of figures, tables, abbreviations and appendices

Please avoid abbreviations wherever possible in the main body of the text. Common abbreviations (those listed in the Oxford English Dictionary) and those used only in footnotes or the bibliography should not be included in the list of abbreviations. Ambiguous or less common abbreviations should be included and clearly defined in a list of abbreviations. A list of abbreviations is superfluous if no more than three terms (including multiple mentions of each) are abbreviated. In this case, the first mention should consist of the term itself with the abbreviation in brackets.

Example: „An dieser Stelle sei noch erwähnt, dass gerade in den letzten Jahren in der Unternehmenspraxis die Begriffe Customer Relationship Management (CRM) und Customer Experience Management (CEM) sehr intensiv verwendet werden“ (Homburg 2020, p. 564).

If your thesis contains more than three figures or tables in the main body of the text or more than three appendices, these are to be listed in the order of appearance in a list of figures, tables or appendices. Each list should be on a separate page. The titles of the figures, tables and appendices in the lists should be identical to those within the text; the lists should refer to the pages on which the figures / tables may be found.

6.7 Figures and tables

Figures and tables have to be numbered and carry a title. The numbering can be either consecutive or refer to the respective chapter.

Examples:

- Figure 3-1: Overview of behavioral scientific theories
- or:
- Figure 12: Overview of behavioral scientific theories

If figures and tables are adopted without modifications from another source, the source has to be listed as well. Figures and tables that were developed by the author should not be labeled with “own illustration”. If figures and tables are presented in modified form, the original source has to be highlighted by adding the phrase „based on”.

If multiple empirical studies are discussed within the framework of the thesis, the preparation of an adequate literature table is recommended. Appendix 5 of this guideline exemplifies the composition of such tables.

Figures and tables have to be integrated into the text if they are related to it. They have to be referred to within the text. Extensive illustrations such as surveys, legal texts etc. should be included in the appendix instead of the main body of the text.

6.8 Appendices

Tables and figures, which are not absolutely necessary for understanding the thesis (e.g., extensive statistical analyses or surveys), may be included in the appendix in addition to being described and discussed in the text. The appendix, however, does not contain any further discussion of e.g. empirical results.

6.9 Statutory declaration

A statutory declaration has to be included in bachelor and master theses as well as seminar papers and project studies. The examination regulations of the respective degree program are decisive for this. A sample is provided in Appendix 3.

6.10 List of auxiliary tools used

All auxiliary tools used by you must be indicated. This applies in particular to the use of e.g. DeepL or AI tools (such as ChatGPT) to improve the linguistic quality of your text. In doing so, the independence of your performance must still be given and reflect your own thinking performance.

7 Citations

Every citation has to be verifiable and ideas of others have to be clearly highlighted. Sources have to be indicated within the text. Do not use footnotes. The rules for citations are based on the regulations of the *Journal of Marketing*. You may use the Citavi templates “Journal of Marketing” for English theses or “Journal of Marketing (German)” for German theses.

Examples:

- The focus of the papers is the empirical determination of the impact of price promotions on end users (Gedenk 2002, pp. 21).
- It is very likely that a satisfied customer will choose the same supplier again (Fornell 1992, pp. 8; Herrmann 1995, p. 238).

This procedure has to be used if there are no more than three authors. In case of four or more authors, only the first author will be mentioned with the addition of “et al.” The page number does not need to be indicated if one refers to the entire paper or article.

Examples:

- *For two authors:* KI kann für drei strategische Entscheidungen genutzt werden: Segmentierung, Targeting und Positionierung (Huang and Rust 2020, p. 34).
- *For three authors:* Customer Experience Management wurde als ein übergeordnetes Konstrukt konzeptualisiert, das kulturelle Einstellungen zu CEs, strategische Richtungen für die Gestaltung von CEs und Unternehmensfähigkeiten für die kontinuierliche Erneuerung von CEs beinhaltet (Homburg, Jozic, and Kuehnl 2017).
- *For more than three authors:* KI kann entlang drei Dimensionen untersucht werden: dem Grad der Intelligenz, der Art der Aufgabe und ob die KI in einen Roboter eingebettet ist (Davenport et al. 2020).

Literal citations have to be labeled with quotation marks. Page references are mandatory for printed texts.

Example:

- “It is recommendable to complement conjoint analysis with other methods (e.g. expert interviews, price experiments, direct customer surveys) when determining price-demand functions” (Homburg 2012, p. 685).

Omissions in citations have to be indicated by three consecutive dots (...). Additions have to be put in square brackets [].

Examples:

- “It is recommendable to complement conjoint analysis with other methods (...) when determining price-demand functions” (Homburg 2012, p. 685).
- “It is recommendable to complement conjoint analysis with other methods (e.g. expert interviews, price experiments, direct customer surveys) when [empirically] determining price-demand functions” (Homburg 2012, p. 685).

References to other sources have to be placed at the end of the thought that has been taken from that source. If an entire paragraph reflects a thought from a specific source, the source has to be included at the end of that paragraph.

8 Bibliography

The bibliography has to list authors in alphabetical and chronological order. Hence, if several works of an author are used, they have to be ordered based on the year of publication, beginning with the oldest work. If several literary works of an author are used from the same year, a lowercase letter has to be inserted behind the year, beginning with the letter “a”.

Examples:

- Kuehnl, Christina (2019a), ...
- Kuehnl, Christina (2019b), ...

If an author has written a work in collaboration with several authors, this work should be included in the bibliography following his or her individual publications. Works with one co-author are cited first in alphabetical and chronological order, then those with two co-authors, and so on.

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

The bibliography is based on the regulations of the Journal of Marketing. The Citavi templates "Journal of Marketing" for English-language papers or "Journal of Marketing (German)" for German-language papers can be used for this.

Literaturverzeichnis

- Homburg, Christian (2017), *Marketingmanagement: Strategie – Instrumente – Umsetzung – Unternehmensführung*, 6. Aufl., Wiesbaden.
- Jozic, Daniel, und Christina Kühnl (2016), „Customer Experience Management“, in *Kundenzufriedenheit: Konzepte – Methoden – Erfahrungen*, 9. Aufl., Christian Homburg, Hrsg. Wiesbaden: Gabler, 411–440.
- Kuehnl, Christina, Andreas Fuerst, Christian Homburg, und Matthias Staritz (2017), “Toward a Differentiated Understanding of the Value-Creation Chain”, *British Journal of Management*, 28 (03), 444–463.

Abbildung 2: Illustration of a bibliography

8.1 Monographs:

Homburg, Christian (2017), *Marketingmanagement: Strategie – Instrumente – Umsetzung – Unternehmensführung*, 6. ed., Wiesbaden.

8.2 Journals:

Kuehnl, Christina, Andreas Fuerst, Christian Homburg, and Matthias Staritz (2017), "Toward a Differentiated Understanding of the Value-Creation Chain", *British Journal of Management*, 28 (03), 444–463.

Please note: for certain journals, e.g., *Journal of Marketing*, *Journal of Marketing Research* and *Journal of Consumer Research*, it is customary to cite the month instead of the number of the volume.

8.3 Collected editions:

Jozic, Daniel, and Christina Kühnl (2016), "Customer Experience Management", in *Kundenzufriedenheit: Konzepte – Methoden – Erfahrungen*, 9. ed., Christian Homburg, ed., Wiesbaden: Gabler, 411–440.

8.4 Internet sources:

ZDF (2019), „Ergebnisse der ARD/ZDF Onlinestudie 2019“, http://www.ard-zdf-onlinestudie.de/files/2019/Ergebnispraesentation_ARD_ZDF_Onlinestudie_PUBLIKATION_extern.pdf [01.12.2019].

Toner, K. (2020), "When Covid-19 hit, he turned his newspaper route into a lifeline for senior citizens", CNN. <https://www.cnn.com/2020/06/04/us/coronavirus-newspaper-deliveryman-groceries-senior-citizens-cnnheroes-trnd/index.html> [20.07.2022]

(Date in square brackets = retrieval date)

8.5 Citing of other sources

The citation of other types of sources follow the guidelines of the "Journal of Marketing":

<https://www.ama.org/american-marketing-association-journals-reference-style-examples/>

8.6 Citing sources with incomplete information

It is possible that relevant information of a source is not available. For example, if the author of a source is unknown, it should be marked o. V. (without author).

Example:

N.N. (2020), CONTINENTAL, Wie viel Schulden für Vitesco? Wirtschaftswoche, 10, 6.

Sources for which the location of the year of publication are unknown are to be treated accordingly. The missing location or year is to be indicated by n/a. The abbreviations are to be included in the list of abbreviations.

8.7 Citing sources English literature

In English-language works, the following peculiarities arise:

- ed. (in the case of one editor) or eds. (in the case of several editors) instead of ed.
- 3rd edition instead of 3rd edition
- When citing books published in the USA, with the exception of New York, the US state must be added as an abbreviation, e.g. Upper Saddle River, NJ or San Francisco, CA.

9 Plagiarism

Writing a thesis at our department necessitates mutual trust. You commit to writing the thesis independently and without outside help. This includes marking sentences and text passages as citations if appropriate. Cited passages, whose origins are not specified, especially those taken from sources available on the internet, are considered to be plagiarized. Paraphrasing is also necessary for quotations from sources in other languages. A "one-to-one translation" is also considered plagiarism. You are not permitted to adopt the structure of a source or to merely reformulate the text.

In case of plagiarism, the department reserves the right to not evaluate the thesis in part or in whole. By submitting your thesis, you acknowledge this policy and agree that your thesis may be analyzed using plagiarism detection software.

10 Further reading

In addition to the formal guidelines for writing theses offered in these pages, students are advised to turn to the relevant literature to answer further questions while preparing their thesis. For example:

Theisen, Manuel R. (2017), *Wissenschaftliches Arbeiten: Erfolgreich bei Bachelor- und Masterarbeit*, 17. ed., München.

Journal of Marketing (o.J.), "Accepted Manuscript Guidelines | Journal of Marketing", <https://www.ama.org/accepted-manuscript-guidelines-journal-of-marketing/> [12.09.2022]

11 Appendix

Appendix 1. Example: title page in German

<p style="text-align: center;"><i>Titel</i></p> <p style="text-align: center;"><i>der Bachelor-, Seminar-, Master- oder Diplomarbeit, Seminars</i></p> <p style="text-align: center;">/</p> <p style="text-align: center;"><i>Falls Master-/Diplomarbeit:</i> <i>zusätzlich englischer Titel der Arbeit</i></p> <p style="text-align: center;"><i>Seminar- / Bachelorarbeit oder Master-/Diplomarbeit</i></p> <p style="text-align: center;">vorgelegt bei:</p> <p style="text-align: center;">Prof. Dr. Christina Kühnl</p> <p style="text-align: center;">Abteilung VI</p> <p style="text-align: center;">Lehrstuhl für ABWL und Marketing</p> <p style="text-align: center;">Betreuer:</p> <p style="text-align: center;"><i>Titel, Name des Betreuers</i></p> <p style="text-align: center;">Universität Stuttgart</p> <p style="text-align: center;"><i>WiSe/SoSe 20XY/XZ</i></p> <p>von:</p> <p><i>Vorname Name</i></p> <p><i>Matrikelnummer</i></p> <p><i>Anschrift</i></p> <p><i>Telefon</i></p> <p><i>E-Mail-Adresse</i></p> <p><i>Stuttgart, im Monat Jahr</i></p>
--

Appendix 2. Example: title page in English

--

Title

of the seminar paper or bachelor thesis or master thesis

Seminar Paper / Bachelor Thesis / Master Thesis

submitted to:

Prof. Dr. Christina Kuehnl

Department VI

Marketing Department

Advisor:

Advisor's Name

University of Stuttgart

Summer semester / Winter semester 20XY/XZ

by:

First and last name

Student ID number

Address

Telephone

Mail Address

Stuttgart, Month Year

I hereby declare,

- that this thesis or, in case of a group thesis, my parts of this thesis was written independently and without outside help.
 - that I used none but the listed sources and that all passages cited word-for-word or in my own words are marked as such,
 - that I used none but the listed resources and tools,
 - that the submitted thesis was not subject of another examination procedure either in whole or in significant part,
 - that the thesis has not been previously published either in whole or in part and
 - that the electronic version corresponds to the other versions of the text.
 - that I have used only the following tools for my work:
-

Place, Date

Name of Student

Appendix 4. Template: contribution statement

We hereby declare that this thesis was written as described in the table below.

Chapter title	Student 1 <i>Name</i>	Student 2 <i>Name</i>
Chapter 1 - Introduction	50%	50%	...
Chapter 2	0%	100%	...
Chapter 3	100%	0%	...
Chapter xy	
Chapter xy - Conclusion	50%	50%	...

Place, Date

Name Student 1

Name Student 2

Apart from Introduction and Conclusion, which may be jointly written, each chapter of your thesis should be written by one student only and be marked accordingly.

Appendix 5. Example: possible structure of literature tables

Author(s) (year)	Theoretical principles	Independent variables	Dependent variables	Empirical basis		Crucial findings
				Data basis	Methods of analysis	
Yadav/ Monroe (1993)	Prospect theory, Mental Accounting	Discounts on unit prices, additional discount on bundle	perceived transaction benefit	Experiment: 252 students (undergraduate) Product: traveling bag, suitcase	Analysis of variance	<ul style="list-style-type: none"> • The influence of discounts of individual products (bought separately) on the perceived transaction benefit is smaller than the influence of an additional discount of the bundle. • ...

Author(s)	Theoretical principles	Data basis and methods of analysis	Industry (Product)	Independent variables	Dependent variables	Crucial findings
Maxwell (2002)	Attribution theory, cognitive dissonance theory	Experiment 1: <ul style="list-style-type: none"> • Marketing students (n1=393) • Causal analysis 	Aviation (flight tickets)	<ul style="list-style-type: none"> • Reference price (equal/smaller than actual price) • Supplier power (low/high) 	<ul style="list-style-type: none"> • Perceived price fairness • Attitude toward supplier • Purchase intention 	<ul style="list-style-type: none"> • An indirect positive relationship exists between perceived price fairness (actual price is equivalent to reference price) and purchase intention: initially, perceived price fairness positively affects perceived fairness of price determination, which in turn exerts a positive influence on the attitude toward the supplier. • ...