



University of Stuttgart
Germany

Guidelines

for the Preparation of Theses

at the Department of Marketing

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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 thesis should be printed one-sided and have a thermal binding.

Additionally, all written theses (and data sets in case of empirical theses) should be sent to the supervisor via e-mail as both a MS Word file (a regular and an anonymous copy to check for plagiarism) and a PDF file. The e-mail has to contain the entire paper as a single, complete file (cover sheet, table of contents, text, appendix). The anonymous MS Word file should not contain any personal data (e.g. name, address or student ID). If such a copy is not submitted, our department cannot guarantee an anonymous check for plagiarism.

Exception due to Covid-19: Theses and term papers may currently be submitted by post. Please note that the postmark determines whether your thesis arrived in time.

In case of an empirical quantitative thesis, the collected data set has to be handed in in SPSS or Excel format for Windows in addition to the hard copy and the MS Word and PDF file. In case of an empirical qualitative thesis, transcripts or summaries of the interviews have to be handed in as well. Corresponding data sets (e.g. surveys) also have to be submitted.

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: approx. 30-35 pages
- Seminar paper for master students: 12-14 pages

- Student Research Paper (Technology Management): 15-20 pages
- Master / diploma thesis: approx. 60 pages (roughly 35 for a paper-based thesis)

Exceeding or falling short of the scope by more than 10% 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. 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: 6 weeks
- Project study for bachelor students: 6 weeks
- Bachelor thesis: 12 weeks
- Seminar paper for master students: 8 weeks
- Student Research Paper (Technology Management): 24 weeks
- Master / diploma thesis: 16 weeks (pre-2015 exam regulations) or 20 weeks (post-2015 exam regulations)

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 (*optional*)
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. Contribution Statement (*if applicable*)

6.1 Title page

A template for the title page is provided in the appendix.

6.2 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.“

6.3 Abstract

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.

6.4 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.

A list of abbreviations is only required if abbreviations that aren't listed in the Oxford English Dictionary are used.

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

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Figure 1: Illustration of a table of contents

6.5 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.

6.6 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.

6.7 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.

6.8 Statutory declaration

A statutory declaration has to be included in bachelor (§ 27 Sect. 8 of the exam regulations) and master theses (§ 24 Sect. 8 of the exam regulations) as well as seminar papers and project studies. A template is provided in the appendix.

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”.

If an author has written works in collaboration with several other authors, those works have to be listed in the bibliography subsequent to his or her individual publications. First, works with one coauthor are cited in alphabetical and chronological order, then those with two coauthors and so on.

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

The bibliography follows the rules 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.

8.1 Authors with multiple works:

Blessing, Gerald, Christina Kuehnl (2020), ...

Homburg, Christian, Daniel Jozic, Christina Kuehnl (2017), ...

Kuehnl, Christina (2019a), ...

Kuehnl, Christina (2019b), ...

Kuehnl, Christina, Alexandra Mantau (2013), ...

8.2 Monographs:

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

8.3 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.

8.4 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.

8.5 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].

(Date in square brackets = release order date)

8.6 Citing sources with incomplete information

It may be that relevant information pertaining to a source is not available. Is, for example, the author unknown, this is to be indicated by N.N. (Nomen nescio).

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 published in the USA

When citing books published in the USA, the location, with the exception of New York, has to be accompanied by the acronym of the respective state, e.g. Upper Saddle River, NJ or San Francisco, CA.

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.

Figure 2: Illustration of a bibliography

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.

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.

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></p> <p style="text-align: center;"><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

<p style="text-align: center;"><i>Title</i></p> <p style="text-align: center;"><i>of the seminar paper or bachelor thesis or master thesis</i></p> <p style="text-align: center;"><i>Seminar Paper / Bachelor Thesis / Master Thesis</i></p> <p style="text-align: center;">submitted to:</p> <p style="text-align: center;">Prof. Dr. Christina Kuehnl</p> <p style="text-align: center;">Department VI</p> <p style="text-align: center;">Marketing Department</p> <p style="text-align: center;">Advisor:</p> <p style="text-align: center;"><i>Advisor's Name</i></p> <p style="text-align: center;">University of Stuttgart</p> <p style="text-align: center;"><i>Summer semester / Winter semester 20XY/XZ</i></p> <p>by:</p> <p><i>First and last name</i></p> <p><i>Student ID number</i></p> <p><i>Address</i></p> <p><i>Telephone</i></p> <p><i>Mail Address</i></p> <p>Stuttgart, <i>Month Year</i></p>
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Appendix 3. Template: statutory declaration

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.

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. • ...