Regulations for the design of scientific papers
(bachelor's and master's research project, bachelor's, and master's thesis – 16.10.2023)

Preliminary remark: The professorship developed information on the formal design of scientific work (based on high-quality journals) to facilitate their creation and to make formal criteria transparent.

1. Notes on the formal design of written works
1.1. General structure
Each work structured as follows:
(1) Title page
(2) Abstract
(3) Content
(4) Abbreviations
(5) Tables
(6) Figures
(7) Text part (with numbered outline)
(8) References
(9) If necessary, Respondents
(10) If necessary, Appendix
(11) Written declaration

1.2. Structure of the title page
The title page of each written elaboration shall contain the following information:
- Title of the work (if necessary, in subsequent lines also the group number).
- Type of thesis (e.g., bachelor thesis, research project SS 2022).
- Name of the examiner (usually Univ.-Professor Dr. Prof. h.c. Bernhard Swoboda).
- Name, address, matriculation, and telephone number as well as e-mail address (if necessary, of all students in a group).

1.3. Summary of the work ("Abstract")
In the abstract, the reader has given a brief overview of the contents with 150 words. It begins with the research question, followed by the theoretical approach to answering this research question. In empirical work, the methods used, and the data basis are mention. Then essential results are mentioned. The summary is to be written in German and English. The aim of this summary is to produce the central contribution of the work.

1.4. Directories
The following directories must create without being numbered consecutively (for at least one element at a time):
- Content
- Abbreviations
- Tables
- Figures
- References
- If necessary, Respondents
- If necessary, Appendix

All directories are listed in the *content.* Within the content, tables, and figures, the individual elements are listed with right-aligned, numbered page information. Only common *abbreviations* (including e.g., etc.) are permitted, own abbreviations are inadmissible. The list of *abbreviations* contains all the abbreviations used and must be in alphabetical order. Only the cited literature is included in the bibliography. The *appendix* usually contains questionnaires, conversation protocols, no tables/figures.

1.5. Classification system of the text part
The text must be decadally structured (e.g., 1., 1.1., 1.2., 1.3. and 2., 2.1., etc.), with a maximum of four member levels (e.g., 1.3.1.2.). Should a deeper subdivision or subheading prove to be useful, after consultation with the supervisor with (1), (2), ... and italic overrides.

The breakdown in a chapter consists of at least two points (e.g., in chapter 2. follow at least 2.1. and 2.2). Between 2nd and 2.1st no text may written, i.e., the text is always at the deepest level of structure (also in sections 2.1.1. and 2.1.2.). If you want to explain what to expect in chapter 2, then this should be mentioned in the separate section 2.1.1. "Overview" or "Introduction".
The number of bullet points should be proportionate to the scope of the text. As a principle, too many headings distort the text and inhibit the reading flow, while too few headings structure the text insufficiently and if necessary, may not sufficiently characterize the expected content. Attention should be paid to the consistency of the depth of the outline, i.e., there should be no sections with five pages and those with two pages or less at the same level.

1.6. Page size

The scope of the work is usually 15-20 pages (seminar), 30 pages or 10,000 words (bachelor's thesis, research project (bachelor's), research project (master's) or 50 pages (master's thesis), including text, illustrations, tables, exclusive records (+/- 10%). Deviations lead to the rejection of the work unless they are agreed (authorized) with the supervisor.

1.7. Page Setup and Formats

The margin is left: 3 cm, right, top and bottom: 2.5 cm. The pages in front of the text part (index of contents, abbreviations, tables, etc.) are numbered consecutively with Roman numerals. The text part, the bibliography, etc. are numbered with Arabic numbers and begin with page 1. The page numbers are to be inserted at the bottom right of the respective page (layout, distance from the edge of the page footer 1.5 cm).
The work must be written according to the new German spelling regulations or in English (consistently British or American English). Formulations in the "I- or we-form" are to be avoided, i.e., in German language is to be formulated in the "third person". In the case of English texts, this is handled more freely.
The font size is 12 pt in the text and 8 pt in the footnotes and references under tables or illustrations. In the tables and figures as well as associated legends, the font type Arial 8 pt is used; for images created in graphics programs the font size after insertion in word should be about Arial 8 pt which is about 11 to 13 pt for full-page cross-images in PowerPoint. The font in the text as well as in the footnotes is Times New Roman and the text is to be formatted in the block sentence. The (automatic) hyphenation is to be used; the word separations must be checked manually. The line spacing is exactly 18 pt in the text (max. 36 lines per page) and "simple" in the footnotes and references for illustrations and tables. For numbering/enumerations, the numbering (1st, 2nd, etc.) or bullets (mirror strokes, indent 0.5 cm) used in these notes must be selected. Digits up to twelve must be put out to tender.

1.8. Written declaration

The last page of the thesis includes a written declaration: „Hiermit erkläre(n) ich (wir) an Eides statt, dass ich (wir) die vorliegende [Bachelor-, Master oder sonstige Arbeit] selbstständig verfasst und keine anderen als die angegebenen Quellen und Hilfsmittel benutzt habe(n) und die aus fremden Quellen direkt oder indirekt übernommenen Gedanken als solche kenntlich gemacht habe(n). Die [Bachelor-, Master oder Diplomarbeit] habe(n) ich (wir) bisher keinem anderen Prüfungsamt in gleicher oder vergleichbarer Form vorgelegt. Sie wurde bisher auch nicht veröffentlicht. Ich (Wir) erkläre(n) mich (uns) damit einverstanden, dass die Arbeit mit Hilfe eines Plagiatserkennungsdienstes auf enthaltene Plagiate überprüft wird."
Trier, den Tag.Monat.Jahr

____
(signature)

If the thesis is drawn up in English, the written declaration must nevertheless be written in German. If the examination with a plagiarism program shows a correspondence of more than 10% of the text with existing essays, books, or www. documents, then the work is rated "deficient".

1.9. Tables and Figures

Tables, figures, and formulas are to be inserted only at the appropriate place in the text part, numbered consecutively and provided with a heading, as well as included with the appropriate page numbers in the list of tables or figures. In the text before, the respective table, figure or formula should be referred to (examples: "As shown in the correlation results in Table 2, ..." or "There are only a few studies available on internationalization strategies of international retail companies (see Figure 1)."). A spacing of 18 pt must be maintained in front of tables and figures, and 12 pt behind them. The tables (always contain numbers) are to be created directly in the Word document, as in the following examples, where attention is to be paid to font type and size, right/left alignment of the text/numbers (numbers right-justified, text and significance information left-justified), lines (horizontal lines only, no vertical lines) as well as line width (1 pt top/bottom, 0.5pt in between), legend, etc. If tables are divided by a page break, the annotation “Figure X continues.” should be inserted in the lower right corner below the line, and the annotation “Figure X continues.” should be inserted in the upper left corner above the line on the following page. How results of frequencies, correlations, regressions, factor/cluster analyses or structural equation models are presented can be found in the Journal of Marketing. In tables, please pay attention to the correct decimal separation (in German language with commas, in English language with dots). When presenting correlations, please make sure that the significance (*, ** or ***) is presented in a separate column to ensure that the figures in the tables are flush.

Table 1: Characteristics of the Samples

	N	Total sales (Mill. EUR)	Foreign sales (%)	No. of employees	Employees in foreign countries (%)	Foreign sales in regions (%)			
						Western Europe	Eastern Europe	Americas	Asia/ Pacific
Multinational	22	8.149	37.9	47.180	38.2	60.6	23.8	12.8	2.8
Global	22	7.852	45.6	23.228	44.3	60.6	33.0	2.6	3.8
Transnational	9	4.014	45.2	15.563	43.5	45.3	29.0	10.0	15.7
Scheffé[2]	71	--	--	--	--	--	--	--	2/4. 3/4^{+}
ANOVA: F	71	0.619	2.067	0.704	1.765	1.159	0.267	2.413	3.408
ANOVA: p	71	0.605	0.113	0.553	0.164	0.332	0.849	0.074	0.022

Note: [1] Foreign sales per company were measured according to the four regions; 100% of foreign sales are distributed; [2] All pairs with *p*<.05 or $^{+}$ *p*<.01 are illustrated.

Table 2: Results of the Correlation Test

	Partner selection	Negotiations/ arrangements	Strategic fit	Structural fit	Cultural fit	Success
Partner selection	*1*					
Negotiations/arrangements	0.727***	*1*				
Strategic fit	0.131^{ns}	0.218^{ns}	*1*			
Structural fit	0.000^{ns}	0.111^{ns}	0.298^{ns}	*1*		
Cultural fit	0.056^{ns}	0.212^{ns}	0.876***	0.136^{ns}	*1*	
Success	0.562*	0.250^{ns}	0.395^{ns}	0.368*	0.558**	1

*** *p*≤.001; ** *p*≤.01; * *p*≤.05; ns=not significant.

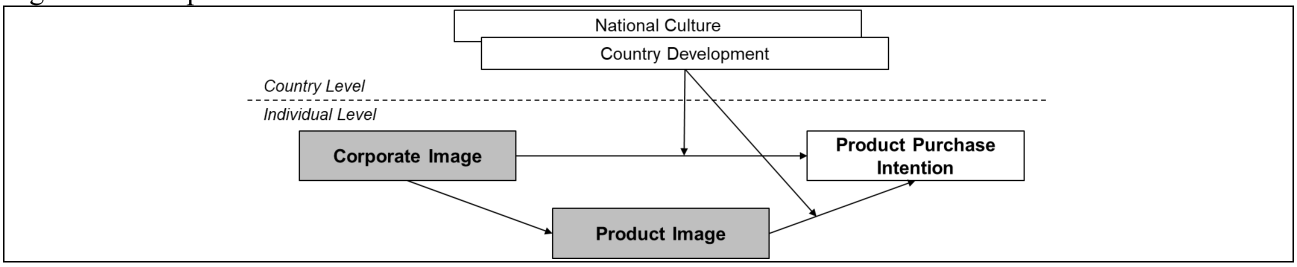
Figures (i.e., representations without numbers) are based on the following examples; in the text, reference is made to the figure (figures created in PowerPoint are to be inserted into the Word text via the Word function “Insert/Insert Content” and provided with a frame of 0.75 pt; after insertion, the font size should roughly correspond to the font size of the text). A source is indicated below the illustration. Columns can be adjusted in their width to display the text in the best possible way, which is especially relevant in literature reviews.

Figure 1: Literature Review on Internationalization Strategies

Author/ year	Research Question	Theory/ Conceptual Framework	Emp. Basis/ Branch/ Method	Core Results
Shaheer/ Li 2020	What factors influence the speed of internationalization of digital innovations?	None	- N=127, secondary - Apps/50 countries - Hazard model	- An increase in CAGE distances (cultural, administrative, geographic, economic) slows down. - Pursuing a social sharing strategy (based on app coding) mitigates the impact of distances.
Jean et al. 2020	What are drivers and consequences of digital platform risk for INVs?	Transaction cost theory	- N=273, primary - INVs/China - PLS	- Product specificity, competition in the foreign market, lack of domestic institutions that enable and un-support market activities, and uncertainty in the foreign market have a positive significant impact on digital platform risk. - Digital platform risk has a negative significant influence on the degree of internationalization of INVs.

Legend: INV=Internationale New Ventures; PLS=Partial least squared.

Figure 2: Conceptual Framework



Source: Swoboda/Sinning 2021, 849.

Formulas are to be presented as follows, numbered consecutively, but usually not titled:

$$I_{AZj} = \frac{\sum_{i=1}^{9} A_{ij} \cdot Z_{ij}}{k_{ij}} \tag{1}$$

with:

I_{AZj} = Index of the internationalization success of company j.
A_{ij} = Relevance of goal i for company j.
Z_{ij} = extent of achievement of goal i for company j.
k_{ij} = number k of goals i of company j under the condition $A_{ij} \neq 0$.

1.10. Literature, citation, and references

The literature base should include predominantly Anglo-American sources: 50% for seminar papers, 60% for bachelor's thesis/research project (bachelor`s), and 90% for master`s thesis/research project (master`s). Citation follows the rules of the Journal of Marketing. A citation is to be taken from the primary source and never from a secondary source. Internet sources are generally only permitted if they have been agreed upon with the supervisor. Direct quotations are to be marked with "quotation marks" (see section 1.6.).

(1) Citation in the text

Literature sources cited in the text are to be cited by footnote. When citing for the first time, the complete citation method according to the information in section 1.10. (2) is to be used. If the same source is cited again, the short citation method is to be used as follows: [1] Vgl. Swoboda et al. 2013, 449 or 449-451 (continuous pages) or 449/457 (multiple text passages). This corresponds to a continuous superscript Arabic numeral "1" in the text. Footnotes are numbered consecutively throughout the entire work. Footnotes usually contain only source information, plus sparse explanations of the content. If several sources are cited in a footnote, they are separated by a semicolon (example: [1] Vgl. Swoboda et al. 2021, 38; Swoboda/Batton 2020, 1056.). The indication of the cited page number is obligatory, in the case of borrowings by analogy and in the case of literal quotations with quotation marks in the running text, usually in the case of definitions (example: [1] Swoboda/Sinning 2021, 12). Abbreviations such as f., ff. or similar are not permitted. In English, the abbreviation "cf." is to be used instead of "vgl.".

If information resulting from a (personal/telephone) conversation or an exchange of correspondence is used, the following formal structure applies:

[1] Information provided by Dr. Hubert Meier, Investor Relations, Xanty Electronic Components, Stuttgart, telephone conversation (or personal conversation) on October 18, 2021.
[2] Information from Ms. Evi Ali, Authorized Signatory, Fips, Berlin, letter (or e-mail) dated November 13, 2021.

Under figures and tables, citation is analogous, in the case of direct borrowings (source: Swoboda 2015, 85.), in the case of analogous borrowings (source: following Swoboda/Sinning 2021, 12.) and in the case of tables or figures created by the author (source: own presentation.).

(2) Indication of the sources used in the bibliography.

In the bibliography, all cited sources are to be listed in alphabetical order. The second line of each source citation is indented by 0.5 cm. The following citation is to be adhered to.

For *articles in journals and newspapers* (analogously for conference papers, unpublished studies, working papers), the name of the author(s) is followed by the year of publication, the title of the article, the name of the journal, the year, the issue number, and finally the page numbers of the article:

Swoboda, Bernhard, Amelie Winters, and Nils Fränzel (2021), "How Online Trust and Online Brand Equity Translate Online- and Omni-Channel-Specific Instruments into Repurchase Intentions," *Marketing ZFP - Journal of Research and Management*, 43 (1-2), 37-53.

Swoboda, Bernhard and Carolina Sinning (2020), "How Country Development and National Culture Affect the Paths of Perceived Brand Globalness to Consumer Behavior Across Nations," *Journal of Business Research*, 118 (September), 58-73.

For *independent books and writings*, the name of the author(s) is followed by the year of publication, the title, the place of publication, and finally the publisher's name:

Swoboda, Bernhard and Rolf Weiber (2013), *Grundlagen betrieblicher Leistungsprozesse: Marketing, innovation, production, logistics and procurement*, Munich: Vahlen.

Swoboda, Bernhard, Hanna Schramm-Klein, and Tilo Halaszovich (2022), *International Marketing. Going and Being International*, 4th ed, Munich: Vahlen.

In the case of *contributions in collective works*, the details of the contribution are first given in the form of the name of the author(s), year of publication, title, and then the details of the edited work in the form of the title, surname and first name of the authors with the addition of "ed.", place of publication, publisher's name and page reference in the edited work:

Swoboda, Bernhard, and Amelie Winters (2020), "Management of Retail Companies in a Digital Future," in *Marketing Weiterdenken*, M. Bruhn, C. Burmann, and M. Kirchgeorg, eds, 2nd ed. Berlin: Springer, 196-214.

Citation of *Internet pages* should be avoided, but if agreed upon with the supervisor, the author's name, year of publication, title, date accessed, and domain name should be included:

Smith, Julie (2004), "I am a Marketer," (06/26/2004), Internet domain: http://www.marketingschool.com.

Special notes:

- If more than one place of publication is cited, the 1st place should be cited with the note u.a..
- If a source is cited again, the source is to be inserted again as a footnote - designations such as "ebenda" are inadmissible.
- If no place of publication can be indicated, the note o.O. (= without place) is to be used, if the author is missing, the note o.V. (= without author) is to be used; if the year of publication is missing, the note o.Jg. (= without year) is to be used and if the year of publication is missing, the note o.J. (= without year) is to be used.
- If three or more authors are involved in a publication, only the first author is named in the abbreviated citation and supplemented with the notation "et al.".
- Pay attention to a compact writing style (without convoluted sentences), as found in English. As a rule of thumb, if a sentence has more than two lines, more than 30 words, and more than two commas, write two sentences. The argumentation becomes more stringent; the core idea becomes more precise.

1.11. Submission of the work

The papers have to be handed in - besides the requirements concerning the paper form of the HPA - also in electronic form on CD-ROM or USB stick (i.e., in the electronic folder: the actual paper as Word and PDF document as well as all figures in MS PowerPoint format; in a second folder: the complete literature used (without books) in PDF format, saved according to the following format "year of publication - author1 author2 author3 – title"; in a third folder: the data set(s), calculation outputs such as SPSS in .spo format or PLS in .csv format as well as other files). The paper form includes:

- for research project (bachelor`s and master`s) and seminar papers, the complete paper printed out with stapling strips in duplicate (single-sided printout).
- for bachelor`s and master`s thesis, the complete work bound in triplicate (single-sided printout; submission to the HPA).

2. Hints for the preparation of the content of scientific papers

Preliminary note: The following is intended to help with the content of any scientific paper written at the Chair of Marketing and Retailing. In addition, it is intended to facilitate supervision, as these are standard steps that complement the information provided in point 1. It is useful to look at the structure of articles in the Journal of Marketing.

For a general introduction to the methodology of scientific work it is recommended: Theisen, Manuel R. (2021), "Scientific work," 18th ed. Munich: Vahlen.

2.1. Topic

Your topic will be given to you (usually including a basic literature). For this purpose, topics are advertised at the beginning of each semester for which you can apply. In consultation, you can suggest topics. Practical/case study-based work must also fulfill a scientific requirement, e.g., a literature-based classification of the topic is indispensable. The mere application of known research to new contexts (e.g., specific companies) is of lower potential. The grade potential of purely theoretical or conceptual work is lower compared to empirical/quantitative work.

2.2. Literature review

Each paper includes a literature review on the core topic and related topics. As a rule, there is practically nothing that has not already been addressed in a similar way. In a bachelor`s thesis, the literature survey includes twelve, in a master`s thesis 24 journal articles from renowned journals. These are to be prepared according to the pattern of the following figure, which will help you to get an overview of the theoretical basis, the empirical and methodical basis as well as the core results on your topic. Your research question and ultimately your study will be based on this literature.

Figure 1: Status of retail research on internationalization

Author/ Year	Research Question	Theory/ Conceptual Framework	Emp. Basis/ Branch/ Methodology	Core Results
Shaheer/ Li 2020	What factors influence the speed of internationalization of digital innovations?	None	- N=127, Secundary - Apps/50 countries - Hazard model	- An increase in CAGE distances (cultural, administrative, geographic, economic) slows down. - Pursuing a social sharing strategy (based on app coding) mitigates the impact of distances.
Jean et al. 2020	What are drivers and consequences of digital platform risk for INVs?	Transaction cost theory	- N=273, primary - INVs/China - PLS	- Product specificity, competition in the foreign market, lack of domestic institutions to enable and support market activities, and uncertainty in the foreign market have a positive significant impact on digital platform risk. - Digital platform risk has a negative significant influence on the degree of internationalization of INVs.
Nambisan et al. 2019	What measures does future research need to take to address the specifics of internationalization across global platforms and ecosystems?	- OLI Paradigm - Internationalization process, inter-nationalization theories, knowledge-based view, theory of dyna-mic capacity, framework for integration and local responsibility, perspective of global alliance	- conceptual	- Develop new concepts and associated constructs to facilitate adoption of the digital platform and ecosystem lens in studies rooted in specific IB theories (e.g., ecosystem- and context-specific benefits may be important in complementing existing concepts in the OLI paradigm). - Develop and validate new models that incorporate such digital platform and ecosystem-related concepts and extend or enhance specific IB theories. For example, there is a need for theories that combine the effects of ecosystem, context, firm, and country-specific advantages on MNEs' foreign market entry mode.

Legend: INV=International New Ventures; OLI=Ownership, Location, and Internationalization; PLS=Partial Least Squares.

The quality of sources is to be assessed by means of the VHB-JOURQUAL ranking of the Association of University Teachers of Business Administration (https://vhbonline.org/vhb4you/vhb-jourqual/vhb-jourqual-3/gesamtliste). In this ranking, journals with an A+ rating are of the highest quality, followed by journals with an A, B, C and D rating. Not all, but the most important 1000 journals relevant to business administration are included. The literature search is carried out analogously to the ranking and articles from journals with a rating worse than B may only be used for the literature inventory after consultation with the supervisor. Although it cannot be assumed that such journals necessarily publish lower quality articles, the probability of finding a good article in a higher ranked journal is greater.

For the topics in seminars, theses and group work, you will usually be offered basic literature as a guide. You can orientate yourself on this, so on the sources cited there.

2.3. Database search

For keyword search we recommend Google Scholar, whereby found articles can be read directly via the link "UBT full text" and the direct import of the source references into Citavi is enabled via the button "Import into BibTeX". For research of already available source we recommend the use of the electronic journal library. This allows you to access the electronic journals directly via the university network at http://www.uni-trier.de/index.php?id=2946 or externally by installing the VPN client. At http://www.uni-trier.de/index.php?id=30830. you will find further information. Furthermore, please refer to the bibliographies of the articles at hand.

You can access a specific journal via the electronic journal library. There, enter the name of the journal in the search field, e.g., Journal of Marketing. If you follow the search result, you will get to the search engine EBSCOhost, where you can see the topics of the journal you are looking for and, if necessary, read the articles directly. If a journal is not available electronically, it is usually available in paper form in the university library. The location of this journal can then be determined via TRiCAT. If this is not the case either, the article can be ordered via interlibrary loan.

2.4. Support

After the presentation of the topics (usually by Professor Swoboda) and handing over the basic literature, each subsequent supervision session is based on your increase in knowledge. You should bring a rough outline and the literature inventory with you to the follow-up consultation so that the supervisor can assess how far your knowledge has progressed. We recommend that you attend this consultation immediately after the topic has been assigned; our experience shows that students who have not yet attended a consultation two months after the topic has been assigned generally achieve significantly worse results than those who deal with the topic on a regular basis. In the follow-up consultations, you may present, if necessary, the conceptual frame of reference, discuss hypotheses, etc.

2.5. Structure of work

The general structure of a scientific paper varies, but is similar in leading journals: first for empirical papers, second for “literature reviews” and third for conceptual/theoretical papers. In the following, first the structure of an empirical paper is illustrated, namely on the basis of a concrete publication of the Chair of Marketing and Retailing, before the structure of a “Literature Review” is also illustrated on the basis of another publication. Both can be downloaded from the homepage as PDF files. Papers dealing only with theories (without empiricism) are usually not written at the chair. Conceptual papers (factual-logical argumentation followed by a case study) are not explained, but can also be downloaded as PDF.

(1) Structure of empirical work
An empirical paper usually consists of the following chapters (for indexes etc. see point 1 above):

Abstract
1. Introduction
2. Definitions and Literature Review
3. Theoretical Framework and Hypothesis
4. Empirical Study
5. Discussion and Implications
6. Limitations and Further Research

Abstract (<150 Words)
The paper is preceded by an abstract (in German and in English). Its function is threefold:
(1) what is the current state of research on the topic and which research gap does the paper address, (2) what was the (possibly innovative) methodology/empirical approach that (3) led to which (possibly surprising) core results and what are the implications for research and practice. Remember that for journal articles, this abstract will determine whether a reader takes a closer look at this article. As in most journals, your abstract is < 150 words long. The following example of the article “The importance of retail brand equity and store accessibility for store loyalty in local competition” illustrates the three points above (in this article you will also find another ideal-typical structure of the introduction):
Multinational corporations (MNCs) are perceived as global brands with advantages in influencing consumer behavior. However, whether the advantages of perceived brand globalness (PBG) hold across nations or depend on country-specific context factors remains unknown. To examine this issue, this study applies accessibility-diagnosticity theory and multilevel structural equation modeling to study the paths from PBG to repurchase intention and identify important country-specific moderators. The results rely on hierarchical data from

22,055 consumer evaluations of an MNC in 31 countries and underline indirect-only paths from PBG to repurchase intention through functional and psychological value. However, the paths change with the degree of country development and national culture. Country development weakens, whereas the degree of embeddedness, mastery, and hierarchy strengthen the PBG-value links. The moderations differ in strength. MNCs must choose certain levers to effectively manage PBG. This study makes corresponding suggestions and contributes to research concerning cross-national brand management.

1. Introduction

The introduction motivates the reader to read on and fleshes out the problem in (roughly) five steps. For a 50-page paper, it should be about 2-3 pages long (shorter papers should be correspondingly shorter).

(1) First, the **scientific and practical relevance of the topic** should be worked out. What makes the topic so appealing? Here, the two/three leading researchers/contributions should already be cited, and the importance of your focus should be emphasized.

(2) **What is the state of the research?** A brief overview of the state of research (more complete if no separate literature review is done); with the goal of deriving your research questions. If necessary, hint at understanding of key terminology here or in (1) so that the reader knows what you are talking about.

(3) What are **the specific goals of your paper/study?** Formulate two/three research questions that you address repeatedly, such as in the deep literature review in chapter 2 or in the discussion of results.

(4) What is the **research contribution of the analysis**, i.e., what is the benefit of answering the research objectives in terms of extending existing studies? The "contribution" does not lie in the fact that a known topic is transferred to a new context! Be as specific as possible about the research contribution.

(5) The introduction ends with a description of the approach/structure of the study.

2. Definitions and Literature Review

This part first contains the definition of the central terms and then "the state of the art" of previous research: In this chapter, all terms contained in the title are first defined compactly, if not already done if necessary, also in distinction to terms beyond that). The goal is to clarify which of the established authors is followed and why. This is followed by the literature review (following the pattern above). At the beginning you make clear how you searched the literature, also to document a systematic approach. Then you describe the articles and dissertations/theses (no textbooks) that deal exactly with your topic, mainly to document the state of research and to support your research questions. You will also gain insights into the theories, empirical approaches, and core findings used in your topic. You will "build on" these findings.

3. Theoretical Framework and Hypothesis

Theory and frame of reference: The relevant theories explaining the research question are briefly addressed, with two/three sentences justifying the choice of theory (with regard to your research questions and, if necessary, differentiation from other theories). Then follows a short derivation of the conceptual framework, usually two sentences, explaining the conceptual framework, i.e., the cause-effect relationships. This is followed by a short description of the theories used with regard to their contribution to your conceptual framework (which relationships are explained by which theory). Since the theories are usually known, a page-long description is unnecessary; the contribution of the theory to your frame of reference is essential.

Hypotheses: Next, formulate or deduce hypotheses for each effect relationship in the frame of reference. For each hypothesis, try to argue first based on theory and then based on available empirical evidence; not vice versa or mixed. The frame of reference and the formulation of the hypotheses are to be discussed with your supervisor.

4. Empirical Study

This chapter covers several points. First, you describe the data basis ("sample design"), i.e., the procedure for data collection, the sample description and, ideally, various bias tests that relate to the selection of the sample. As a rule, you will present your sample in a table.

In the second section follows the operationalization ("measurement") of the variables/constructs (ideally-typically including reliability and validity tests, correlations between the variables). Both should be done with utmost care to ensure scientifically clean work. If you use control variables, their selection and measurement should be described here.

In a third section you describe other tests (e.g., measurement invariance, common method variance, etc.) and only

briefly the statistical market research methods used, since these are known.
In a fourth, longer section, *the results of the hypothesis tests ("results of hypotheses testing")* are presented. Descriptive and additional descriptive results can only be mentioned briefly at this point, as they do not belong to the research questions in the narrower sense. The results are commented briefly and soberly (in the sense of the hypothesis XY is confirmed, because ...), because the interpretation of the results takes place in the following chapter. Only in case of not confirmed hypotheses you can consider treating possible reasons already here, because this can "disturb" the later discussion of your results.

5. Discussion and Implications
This chapter starts with the questions formulated at the beginning and consists of a discussion of the results with a view to the contribution of the findings to research and practice. Here, reference is made to the previous findings in the literature and the innovations brought about by your study. At least one central, but no more than three „Contributions" are to be formulated. It is crucial which results were expected and which were rather surprising. Particularly regarding the surprising results, a corresponding discussion should then be conducted to explain them. It is also possible to mention further (also descriptive) results.

6. Limitations and Further Research
The limitations of any work reflect self-critically, limiting the message of the results. Remember that the biggest critic of a paper is the author himself. So, first address possibilities for improvement regarding the sample (e.g., regarding the countries or industry) and then address the measurement to address new constructs and models in the last paragraph, because your model can always be extended.

(2) Structure of case study-based work
This work usually consists of the following chapters (for directories etc., see point 1 above):
Abstract
1. Introduction
2. Definitions and Literature Review
3. Theoretical Framework
4. Case Study
5. Discussion and Implications
6. Limitations and Further Research

The structure of case study-based work follows that of empirical work, with regard to chapters 1 and 2. One difference is that the focus of this work lies in the development of a conceptual frame of reference on the respective topic, which is empirically implemented or "tested" in exactly this form using one or more case studies. In general, this is the core challenge especially for bachelor students; it is necessary to draw stringently on the sources in the literature review to formulate the conceptual framework. A recourse to textbooks proves to be less successful. Another problem is the simultaneous search for literature for the literature review and for the case study to be chosen, because usually you do not get a profound insight into the company to be investigated. However, interviews with managers in this company are welcome, but you should only aim for these once you are read in and know exactly what information you need.

(3) Structure of conceptual work
Conceptual works usually consist of the following chapters (for directories etc., see point 1 above):
Abstract
1. Introduction
2. Definitions and Literature review
3. Theoretical Background
4. Conceptual Framework
5. Discussion and Implications
6. Limitations and Further Research

The structure of conceptual work follows that of empirical work. One difference is that the focus of conceptual work is on the application of selected theories, whereby conceptual work varies greatly depending on the research question. In general, conceptual work ends where empirical analysis begins. If a case study is prepared, then the conceptual basis for this is to be laid in chapter 4 and the case study then follows, before the discussion and limitations.

(4) Structure of a paper with literature review
Literature reviews consist of an intensive evaluation of the literature on a specific topic. They are based on a previously formulated systematic and end with conclusions for future research (for directories etc., see point 1 above):
Abstract
1. Introduction
2. Conceptual Framework
3. Overview of the Scientific Literature
4. Conclusions and Research Implications

- These works differ in chapters 2. to 4. as follows:
- The frame of reference of the analysis follows either theoretical/systematic or empirical/methodological criteria. They are to be determined individually for each literature review, although older publications with literature reviews provide appropriate reference points.
- Chapter 3 corresponds to the literature review. It is exhaustive, i.e., it includes all papers on the topic from A and B journals (the selection of these and other journals with rank C and D must be justified and agreed upon with the supervisor; the latter occurs with rarely considered topics).
- In chapter 4, an "overall review" and more detailed "implications for further research" from a theoretical, methodological, or empirical point of view can be taken up.

3. Design of lectures

Preliminary remark: These hints should help with the design of presentations, as they are evaluated in the research project, e.g., and are part of your daily business later in your professional life. Hints for the design of presentations can be found on almost all homepages of international conferences like AIB, AMA, EMAC or EIBA.

3.1. Principles

Scientific or practical presentations differ significantly from lectures and vary in terms of objectives and target audience, length, depth/difficulty of topic, research discipline, etc. Basically, the speaker should put himself in the position of the target group and not only assume his own know-how regarding his extensively worked on topic. Handouts to the audience facilitate the comprehensibility of the argumentation and allow a back-scrolling. Citations are obligatory in the lecture. The slides only support your verbal explanations, i.e., they make it easier for the audience to follow your argumentation visually or to understand calculations/formulas, etc. The presentation must be free-form.

3.2. Length and guidelines

As a rule, the available presentation time divided by two gives the "optimum" number of slides. For a 30-minute presentation, 15 slides make sense (+/- 10 %); 25 slides may overwhelm the audience; 10 slides may not provide enough visual support material.

The font used is Arial and a font size of 20 pt for the first level and 18 pt for the second level is used. Make sure that the slides are not overloaded with text and use only keyword-like statements, and only in exceptional cases complete sentences. Statements are clearly listed with bullet points. For first level bullet points use the sign wingdings 75% strength (sign 110) and second level bullet points use the sign windings 65% strength (sign 117). Care should be taken to use the predefined colors consistently. The standard color is R 51 G 102 B 153. Tables and figures are to be designed according to the above-mentioned specifications in section 1.9. In the download area of the homepage of the Chair of Marketing and Retailing you will find a template file for the creation of presentations using MS PowerPoint.

3.3. Content design

For a presentation of 25-30 minutes, the distribution of the 15 slides looks as follows (empirical work):

1.-2. Cover and structure
3.-4. Problem, Objective and State of the Literature
4.-6. Theory
7.-9. Sample and Operationalization
9-12. Empirical Results
13.-14. Discussion of the Results
15. Conclusions
16. Closing cover

The following instructions must be observed:

1. Cover sheet and outline are to be designed and verbally commented as in written papers.
2. At the start of the first content slide, clarify the relevance of your topic; in addition to the procedure in empirical papers, use more practical company examples if it is necessary to further clarify the challenges of your topic.
3. For the introduction, you should not so much address why a particular research question is being addressed, but rather what is new and interesting as well as what can be learned by answering the research question.

The task of the presenter is to "sell" the results of his work to his audience, i.e., especially considering the short time, the important and the less important should be distinguished.

5. Try to make the presentation lively and loosened up by examples, pictures (if this offers itself) etc., to captivate the listeners and to keep their attention.
6. The theory should not focus on the literature read, but mainly on the problem to be solved.
7. The methodology should focus on the measurement and validation of the constructs, because the audience needs to understand this to follow you.
8. The main results are to be presented.
9. The discussion repeats only the results relevant to the research question: What is to be learned from the work and what is exciting to investigate for future research?
10. Since you cannot present everything and therefore questions will certainly come about parts not presented, try to anticipate such questions, and provide some backup slides to jump to during the discussion. This will support your answers in the Q&A session.