Guidelines
for the formal design
of scientific papers

- As of May 2024 -

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1 General information

1.1 Submission format, page count, and submission location

Depending on the type of work, academic papers must be submitted either in digital form (on a USB stick, not CDs) or digitally via email (two Word versions and two PDF versions, one of each of which must be saved anonymously, plus any electronic attachments; max. 18 MB as an attachment) by the deadline. The specific submission format can be found below:

a) Master's seminar paper, 10 ECTS

- digital by Email
- 20 Pages
- submission by email to the respective supervisor and as CC to the email address of the chair (marketing@uni-wuerzburg.de)

b) Term paper

- digital by Email
- approx. 15 Pages
- submission by email to the respective supervisor and as CC to the email address of the chair (marketing@uni-wuerzburg.de)

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

c) Praktikumsbericht Bachelor 4-wöchig, 5 ECTS (8-wöchig, 10 ECTS)

- digital by Email
- 10 Pages (15 Pages)
- submission by email to the respective supervisor and as CC to the email address of the chair (marketing@uni-wuerzburg.de)

d) Bachelor's thesis

- Digital as Word and PDF version (+ electronic attachments if applicable) on a USB stick
- 30 Pages
- Submission to the Examination Office

e) Master's thesis

- Digital as Word and PDF version (+ electronic attachments if applicable) on a USB stick (2x)
- 60 Pages
- Submission to the Examination Office

Note: The specifications regarding the length of the papers are binding and may not be exceeded or fallen short of 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, and the calculation models used (algorithms, etc.) must be submitted 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 Table of contents

1.3.1 Table of contents for internship reports/seminar papers/term papers

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) Bibliography
11) Declaration of performance

1.3.2 Table of contents for bachelor's thesis/master's 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) Bibliography
12) Declaration of performance

Note: Even if there is only one abbreviation, figure, table, or appendix, the respective list must be created.

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

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 layout

- 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 design

- Line spacing: 1.5 lines for body text and headings, 1 line for footnotes
- Insert blank line before paragraphs
- One paragraph = one train of thought
- A paragraph consists of at least two sentences
- Paragraphs should be justified
- 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 Captions and formatting

Tables and figures must be captioned and numbered and include a source reference (see below). Single line spacing, font size 12, and left alignment should be used. Make sure the formatting is easy to read.
Options for numbering:

a) Continuous numbering: Example: “Figure 12: Overview of behavioral science theories”
b) Numbering relative to the chapter: Example: “Figure 3-1: Overview of behavioral science theories”

2.4.3 Identification of sources

- Unaltered reproduction of figures/tables citation of the original source
- Reproduction of figures/tables in altered form citation of the original source(s) with the addition of “based on” (English: “cp.”)
- Illustrations/tables developed entirely independently by the author → no citation of source necessary (the addition “own representation” should be omitted) The source of the illustration 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 must be integrated into the text if they are related to the text.
- Extensive representations such as questionnaires, legal texts, literature tables, etc. must be included in the appendix.

3 Citation style

3.1 Verifiability

Every quotation must be verifiable. Ideas borrowed from 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 thought 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" is placed 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 Types of citations

3.3.1 Quotes with similar meanings

Paraphrased quotations 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 focus of the work is 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 electronically 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 (e.g., English) do not need to be translated into the base language of the scientific 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 Bibliography

4.1 Arrangement of sources

- Quellen müssen alphabetisch und chronologisch nach Autoren geordnet sein.
- Sources must be listed alphabetically and chronologically by author.
- First names are abbreviated to the first letter followed by 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 are listed before publications with co-authors. Works with one co-author are listed first, followed by works 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 sources

4.2.1 Citation of professional journals and magazines

- **General form:**
  Author (year of publication), title of article, name of 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 Citing social magazines / daily newspapers

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

Note: In newspapers and online media, the author is often not directly identifiable. In this case, instead of the author, one would cite "o.V." – "without author."
Example: o.V. (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. Auflage), Wiesbaden: Gabler.

4.2.4 Example of citing anthologies / collective works

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

4.2.5 Example of citing Internet sources

o.V. (2019), Marketingpreis 2018, Marketingclub Mainfranken, https://marketingclub-mainfranken.de/marketingpreis/marketingpreis-2018-ausschreibung/ [abgerufen am 20.12.2019].

4.2.6 Example of citing unpublished dissertations

Unveröffentlichte Dissertationen werden mit folgender Angabe ergänzt:
Unveröffentlichte Dissertation, Universität, Ort.

Note: Published dissertations are cited in the same way as 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 4.2.

5 Title Page

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

5.1 Internship report

Praktikumsbericht als fachspezifische Schlüsselqualifikation im Rahmen eines betreuten Unternehmenspraktikums im [SEMESTER]

Eingereicht bei:	Prof. Dr. Jana-Kristin Prigge Lehrstuhl für BWL und Marketing Julius-Maximilians-Universität Würzburg
von:	[NACHNAME, VORNAME]
aus:	[GEBURTSORT]
am:	[ABGABEDATUM]
Matr. –Nr.:	
Semesterzahl:	

5.2 Bachelor thesis

Freie wissenschaftliche Arbeit zur Erlangung des akademischen Grades eines Bachelor of Science (B.Sc.) mit dem Thema:

.....

.....

Eingereicht bei:	Prof. Dr. Jana-Kristin Prigge Lehrstuhl für BWL und Marketing Julius-Maximilians-Universität Würzburg
von:	[NACHNAME, VORNAME]
aus:	[GEBURTSORT]
am:	[ABGABEDATUM]
Matr. –Nr.:	
Semesterzahl:	

5.3 Seminar, home, and group work

Seminararbeit im [SEMESTER]	
Thema der Arbeit:	.....
	.....
Eingereicht bei:	Prof. Dr. Jana-Kristin Prigge Lehrstuhl für BWL und Marketing Julius-Maximilians-Universität Würzburg
von:	[NACHNAME, VORNAME]
aus:	[GEBURTSORT]
am:	[ABGABEDATUM]
Matr. –Nr.:	
Semesterzahl:	

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

5.4 Master thesis

Freie wissenschaftliche Arbeit zur Erlangung des akademischen Grades eines Master of Science (M.Sc.) mit dem Thema:	
	.....
	.....
Eingereicht bei:	Prof. Dr. Jana-Kristin Prigge Lehrstuhl für BWL und Marketing Julius-Maximilians-Universität Würzburg
von:	[NACHNAME, VORNAME]
aus:	[GEBURTSORT]
am:	[ABGABEDATUM]
Matr. –Nr.:	
Semesterzahl:	

6 Table of contents and outline

6.1 Outline format

- The structure follows a numerical order and the principle of gradation.
- Each subheading must have at least two bullet points.
- The pages of the text of the thesis, any appendices, the bibliography, and the declaration of performance 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 line
- There must be no dot 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 Insurance for service provision

The insurance policy for service provision 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.

Ort, Datum, Unterschrift

Ref. 2.3 / Stand: 24.11.2023

8 Presentations

8.1 General information

- Presentations should be created using PowerPoint
- Where possible, avoid using complete sentences and use keywords instead (exceptions include definitions, for example)
- Support statements with graphical representations
- Clarify key statements and organize arguments
- Cite sources and referenced literature
- Allocate time appropriately to each point
- Divide the allotted time for the presentation and do not exceed it

8.2 Tips for designing slides

- General recommendation: Use the provided slide master as a guide
- Slides should be numbered
- Font can be freely chosen 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 indents and bullet points
- Use colors, animations, and text effects sparingly
- Ensure consistent alignment of image and/or text elements