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|  | **Faculty of Business, Economics and Social Sciences**  **Institute for Marketing & Management** |
|  | **Prof. Dr. Henner Gimpel** Chair of Digital Management |
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Guidelines for the design of academic papers at the Chair of Digital Management

**Summary**

At this Section, it is necessary to provide a concise overview of the current study in both German and English.

The following guidelines set out the regulations governing the preparation of academic theses at the Department of Digital Management, including those submitted as seminar papers, Bachelor's and Master's theses.

Further general information:

The style '00\_Without number' is for headings that are to be included in the table of contents but not in the numbering or structure of the main section.

The style '01\_Continuous text' is employed for the text component of the aforementioned work.

The style '01\_Heading 1' is employed for the upper (1) outline level.

The style ‘02\_Heading 2’ is employed for the second (1.1.) outline level.

The style ‘03\_Heading 3’ is employed for the third (1.1.1.) outline level.

The style ‘04\_Heading 4’ is employed for the fourth (1.1.1.1.) outline level.

The format template '07\_Labelling tables' is employed below the corresponding table to provide a name for it.

The format template '08\_Labelling illustration' is employed below the corresponding illustration to provide a name for it.

The style ‘09\_Source’ is employed below the caption to indicate the corresponding source of the table or figure.

The format template '10\_Arabic numbering for bulleted lists' is employed for the formatting of corresponding bulleted lists with Arabic numbers.

The '11\_List paragraph' style is employed for the presentation of bulleted lists accompanied by Roman numerals.

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List of abbreviations

|  |  |
| --- | --- |
| Abbr.1 | Abbreviation 1 |
| Abbr.2 | Abbreviation 2 |
| Abbr.3 | Abbreviation 3 |
| *Examples* |  |
| IS | Information Systems |
| CRM | Customer Relationship Management |
| PA | Process Analytics |
| DT | Digital Transformation |

# Introduction and principles

The guidelines serve as a source of support but cannot be considered a substitute for an independent examination of the provisions of the Examination Relulations and the fundamental requirements for academic work. For those seeking a more comprehensive understanding of scientific methodology, we recommend consulting the guide “Erfolgreich wissenschaftlich arbeiten” (Stock et al, 2018).

A scientific paper is a written document that is produced independently by a student who is dealing with a **selected problem area**. A scientific paper is expected to include a clearly structured presentation of the problem, a review of relevant and current literature, a discussion of different opinions, and a possible solution approach.

In the case of unanswered questions, please get in contact with your **contact person at the chair**.

# General information

The production of a scientific paper is an opportunity for students to demonstrate their ability to work independently on a problem using scientific methods within a limited period of time and to present both the approach and the existing and acquired findings.

## Processing time

The processing time is contingent upon the provisions of the respective examination regulations and commences with the registration of the thesis at the faculty. In case that the deadline for submission cannot be met due to illness, the Examination Office must be informed without delay. Only in this way can an extension of the deadline be considered if there is a justified exception in accordance with the examination regulations. Further information can be found on the website of the Examination Office. Failure to submit the thesis by the deadline, without authorization, will result in a grade of 5.0 (failed).

## Scope of the scientific work

The following limits should be observed in all cases. It should be noted that exceptions may be permitted following consultation with the supervisor, depending on the respective degree of difficulty of the work.

* Seminarwork: please refer to the scope of your seminar.
* Bachelor thesis: approx. 30 pages (± 5 pages)
* Master thesis: approx. 65 pages (± 5 pages)

All text components of the main text (including figure captions, tables, text references and footnotes) are considered. Title page, indexes and the appendix are not considered.

## Number, form and submission of copies

* It is required that the seminar paper be submitted in digital format. Further information will be provided during the seminar. In the case of seminar papers, a printed copy is only to be handed in to the secretary's office of the Digital Management department[[1]](#footnote-2) if this has been explicitly communicated by the members of staff. In this instance, the printed copy is to be punched and labelled with a stapling strip.
* It is the responsibility of the candidate to submit their final thesis in accordance with the information provided by the Examinations Office[[2]](#footnote-3). Unless otherwise specified by the supervisors, no additional paper copies are required. In this instance, the printed copy must be bound using adhesive binding and submitted to the departmental secretary's office1.
* It is the responsibility of the student to provide the supervisor with all files required for the reproduction of the work, including, for example, interview recordings. These files must be attached separately at the request of the supervisor. In the event that the files in question are too large for transmission via email, it is possible to utilize the bwSync&Share software for this purpose.

## Correction period

In order to ensure a well-founded assessment of the academic work, it is necessary to allow for a sufficient correction period (typically this can be found in the examination regulations). Please be aware of this when planning your work. The assessment result will be transmitted to the Examination Office, where the assessment report can also be accessed.

# Components of a scientific paper

A scientific paper is typically comprised of a number of distinct components. It should be noted that not all of the elements listed below are necessarily required for inclusion in a scientific paper. For instance, a list of symbols should only be included if they have been employed in the text. In the event of uncertainty, the components should be agreed upon with the individual responsible for overseeing the academic paper.

1. Title Page \*
2. Blocking notice, if applicable \*
3. Abstract \*
4. Table of contents \*
5. List of illustrations, if applicable
6. List of tables, if applicable
7. List of abbreviations, if applicable
8. List of symbols, if applicable
9. Text (e.g. introduction, basics, main part and conclusion) \*
10. Bibliography \*
11. Appendix, if applicable \*
12. Declaration of originality \*
13. Declaration on the use of generative AI \*

All elements marked with an asterisk commence on a new page. With the exception of the cover page, all sheets must be numbered. The cover page is not included in the numbering. It is required that Roman numerals be used from the summary to the text section, after which the numbering is to be converted to Arabic numerals. An index for figures, tables or abbreviations is only to be created if at least two of the elements are used.

## Title Page

The cover sheet contains the title of the thesis, the author's personal details (name, address, matriculation number), the name of the university, the name of the examiner, and the submission date. A template for designing the appropriate cover sheet can be found in chapter 5.

## Blocking notice

In principle, it is preferable to write the work without a blocking notice. In the event that a scientific paper contains data that should not be accessible to the public and there is no possibility of removing the specific data from the paper, a blocking notice must be included as the first page after the cover sheet. This **must be agreed with the participating company and the chair**. The thesis supervisor must be contacted, who will provide the blocking note in consultation with the teaching coordinator. The embargo note is not numbered and is not included in the table of contents.

Notwithstanding the blocking notice, the data used for writing the thesis must be sent to the supervisor. In addition, **the data will be archived** in order to fulfil legal examination requirements, despite the blocking notice.

## Abstract

Each paper must be accompanied by an abstract of approximately 100-150 words in both German and English. The abstract provides a concise overview of the content of the work, enabling the reader to gain an understanding of the subject matter. The abstract should provide a summary of the motivation, research question(s), chosen research approach and the main results of the work.

## Table of Contents

The outline should provide an overview of the logical structure of the thesis. It defines the structure of the thesis and ensures clarity and organization. The following recommendations should be followed when developing the outline:

* Bullet points should be titled in a concise manner
* The structure, as well as the subdivision points, should be balanced, i.e. in a structure, for example, point 3.1 should not only have a scope of half a page if point 3.2 comprises ten pages.
* The outline should be specially developed and not be taken from elsewhere, otherwise it is a plagiarized outline.
* No bullet point should be less than half a page or more than four pages in length.
* The classification of the bullet points is conducted numerically in Arabic numerals.
* The aforementioned pages (blocking note and cover sheet) are not included in the table of contents. However, all items following the table of contents are.
* The table of contents itself, as well as the affidavit, are not included in the listings presented in the table of contents

## List of tables

All tables must be labelled below, numbered consecutively and included in the list of tables with page number and (short) caption (see list of tables, page V). Tables should be created by the author and not simply copied. The font size of tables should also be based on that of normal continuous text. This ends above the table and continues below it (no ‘flowing around’ the text). Tables end flush right and left with the text.

Tables that have been modified from the original are labelled with the addition ‘based on’. Self-created tables are to be labelled with the addition ‘own research’ must be labelled. Care must be taken to ensure good legibility and quality of the tables:

Table No.: Table title (Font: 07\_Labelling tables)

Source: Own research (based on name) (year, p. number); Data: indication of the data basis. (Format: 09\_Souce)

**Example:**

|  |  |  |
| --- | --- | --- |
| **Question** | **Average 1992** | **Average 1999** |
| 1 How do you regard | 3.4 | 3.7 |
| 2 How do you… | 2.7 | 3.4 |
| 3 How do you… | 3.9 | 3.6 |

Table 1: Evaluation of the survey

Source: Own research; Data: Own survey conducted.

## List of illustrations

The same requirements apply to figures and the list of figures as to tables (see chapter 3.5). All graphics and diagrams included in the text are included in the list of figures with the corresponding page numbers and title. Furthermore, all figures must be enclosed in a frame that is flush with the left and right margins of the text. The line width of the frame should be ½ pt, the line width within an illustration itself should be at least 1 pt:

Illustration no.: Illustration title (Font: 08\_Labelling illustration)

Source: Own research (based on name) (year, p. number). (Format: 09\_Source)

**Example:**

Illustration 1: Relationship between the entities



Source: Own research.

## List of abbreviations

The list of abbreviations (which is optional for seminar papers) contains all abbreviations that are not listed in a dictionary. It should be noted that the use of abbreviations should be limited and that abbreviations for convenience, such as 'BWL', should be avoided. A list of abbreviations commonly used in the subject area should be included in the list of abbreviations. When a term is first introduced in the text, it should be written out in full and the abbreviation listed in brackets. From that point onwards, the abbreviation is sufficient. The same system should be applied to abbreviations that are frequently used in the table of contents (e.g., Balanced Scorecard (BSC)). Abbreviations used in headings should be introduced again in the text. Once an abbreviation has been introduced, it is to be used consistently throughout the text.

## List of symbols

The list of symbols is optional for formal written work. Should symbols be employed, they must be included in the list of symbols, in a manner analogous to the list of abbreviations. The term "symbols" encompasses all formal elements employed in the work, such as the use of the letter "x" to represent a quantity. This does not include currency symbols such as the euro symbol (€) or the dollar symbol ($), the percentage sign (%), or arithmetic symbols. Each symbol employed in the work must be allocated a unique designation, and thus may be employed on a single occasion. If a symbol is mentioned for the first time in a formula, it must be explained in the text in addition to being listed in the list of symbols. Should no symbols be employed, no list of symbols is required.

## Text

The text part of a scientific paper is typically divided into several sections, including an introduction, basics (theoretical concepts and methodology), a main section on analysis and critical appraisal, and a conclusion. It is of great importance that each section is given a title that is meaningful and appropriate. It should be noted that this categorization is provided as an example and that a different structure may be more suitable for specific papers following consultation with the supervisor.

1. Introduction

In addition to the clearly defined objective and problem, the introduction also includes a discussion of the thematic background, the methodology used, the course of the study, and the structure and relevance of the work.

1. Foundations

The introductory section is designed to provide the reader with an understanding of the theoretical concepts that will be discussed in greater depth in the subsequent sections. All content listed must be pertinent to the main section.

1. Main section

The main section represents the core of the thesis. It should address the queries posed in the introduction and the subject matter in a systematic manner. It is important to consider the reference to the topic, the stringency of the content and the presence of a ‘red thread’. In most cases, it is necessary to set a focus, especially for papers with a smaller scope, as otherwise the problem will be considered too superficially. The focus is an integral aspect of scientific work and should be justified within the context of the topic (in the introduction). In the event that the topic is not sufficiently precise, the author can demonstrate their ability to address the topic in depth by establishing a focus.

1. Conclusion

The conclusion, in conjunction with the introduction, constitutes the framework for the thesis. The questions posed in the introduction should be revisited and addressed with the insights gained from the main body of the text. In many instances, there is an opportunity to provide an outlook on the necessity for further research.

## Bibliography

It is imperative that only sources cited in the paper be included in the bibliography. Both individuals and organizations may be considered as cited authors. All sources are listed in alphabetical order, commencing with the author's surname. Affixes such as ‘de, von, van’ are considered part of the author's surname and must be included in the alphabetical order. As with the citation style employed in the text (chapter 4.2), the bibliography should also be compiled in accordance with the general guidelines of the journal MIS Quarterly or other recognized citation styles. All pertinent information can be found in the MISQ References Format or the respective publishers of the citation styles. It is not necessary to differentiate between different sources (e.g. online sources, books, legal sources, etc.) within the list.

Important sources of literature are:

* Central and department libraries of the University of Hohenheim (also interlibrary loans))
* Datenbank-Informationssystem (DBIS)
* Online sources: springerlink.com, scopus.com, scholar.google.de, …

Citation of sources:

In principle, all sources that have been published in any way are citable. Any quotable material must be obtainable and verifiable. Material that is not citable, such as information from internal company sources that exists only in the form of a presentation, manual, or similar, must be listed in the appendix or saved on attached data carriers in the current version. This also applies, for example, to interview transcripts.

Worthy of citation are:

* relevant newspapers and journals, such as the Wall Street Journal or MISQ
* Special encyclopedias (if the authors are recognizable)

Generally not worthy of citation are:

* Internet reference works, such as Wikipedia
* Encyclopedias written for the general public
* Older editions of books or legal constitutions (exception: presentation of chronological development)

The assessment of the quality of sources can be facilitated by the use of journal rankings, such as the VHB-Rating 2024. It is recommended that each source be documented immediately, with the use of a literature management program being helpful (but not mandatory).

It is recommended that a literature management program be used to assist with the organization and management of sources.:

* Citavi: Simple program, campus license for a full version is available free of charge at the University of Hohenheim
* Endnote: Standard programme, subject to a fee
* RefWorks
* Mendeley für Mac

## Appendix

It is imperative that any data and information that is crucial for the course of the study and the flow of reading is not outsourced to the appendix. This serves to enhance transparency and understanding with regard to the procedure and processing of results. For instance, interviews and questionnaires should be included. It is essential to cite all components of the appendix in the text section.

## Declaration of originality

The conclusion of an academic paper serves as a legal assurance that the author has written the paper independently and without outside assistance. The document must be signed with the place and date. The corresponding document can be found on the website of the Examinations Office.

## Declaration on the use of generative AI

Should you have utilized generative AI in the context of your academic work, you are required to complete the relevant university form and attach it to your work. The relevant form can be found on the website of the Examinations Office.

# Formal requirements

## Form and layout

|  |  |  |
| --- | --- | --- |
| Font | Times New Roman |  |
| Font size | Generally: 12 pt Footnotes: 10 pt |  |
| Line spacing | Generally: 1,5 Footnotes: 1 Spacing after paragraphs: 6pt |  |
| Margins | Top : 3 cm Left: 2,5 cm | Bottom: 2 cm Right: 2,5 cm |
| Layout | Justification Suitable hyphenation |  |

## Citation method

It is a fundamental requirement of scientific writing that all sources consulted are accurately and methodically referenced. It is therefore imperative to differentiate between the author's original contributions and those of others. All external ideas must be attributed to the respective author. This is achieved firstly by citing the source in the current text and secondly by citing the source in the attached bibliography (Chapter 3.10). This implies that quotations must be clearly identified as such and that the sources on which they are based must be fully and accurately named in the bibliography.

It is recommended that the current state of research be considered in every work, with the latest edition being cited. It is important to note that exceptions may be made in the case of important standard works that are no longer published or in instances where changes have been made to new editions in which a certain content is no longer printed. Moreover, it is preferable to cite sources that are more authoritative than those that are less authoritative. It is possible to identify important sources by noting their prevalence in the literature on the respective topic.

As with the bibliography (Chapter 3.10), the citation in the current text must also be created in accordance with the general guidelines of the MISQ or other recognized citation styles (Grammar and Style, References Format). It is important to differentiate between direct and indirect citations.

General notes on direct quotations:

* Direct quotations should be used sparingly.
* There are inverted commas at the beginning and end of the literal quotation.
* Letters and characters must be faithfully reproduced from the original source.
* Omissions of words or sentences are to be marked with the placeholder [...].
* Omissions at the beginning or end of the quotation do not need to be labelled.
* Own additions or changes are to be shown in square brackets [...].
* A quotation within the citation is to be labelled with ‘… ‘.
* Preliminary remarks such as ‘cf.’ are not used.

General notes on indirect quotations:

* No inverted commas are to be used in the text.
* The beginning and end of the quotation must nevertheless be clearly recognizable.

Special case - several publications by one author in the same year:

* The year should be given in letters, in alphabetical order with the first word of the title, e.g. (Kahneman 2000a) and (Kahneman 2000b).
* Both sources must be listed separately in the bibliography.

Special case – Internet sources:

* Internet sources are to be cited like conventional sources, including the author's surname and year of publication, insofar as this is stated on the website.
* If there is no author's name, the name of the publishing company or website must be given.

## Further information:

* The citation style ‘MIS Quarterly’ is already stored in Citavi. EndNote also supports the citation style (<https://endnote.com/downloads/style/mis-quarterly>).
* If you have questions about the use of other citation styles, you can contact the employees

# Templates

To use this guide as a direct document template for your academic paper, simply replace the cover page of this guide with the corresponding cover page template of the department. To do this, simply copy the required template page (see 5.1 and 5.2) and paste it onto the first page of this Word document.

## German template

**Titel der Arbeit**

**MASTERARBEIT/ BACHELORARBEIT**

an der Fakultät Wirtschafts- und Sozialwissenschaften der   
UNIVERSITÄT HOHENHEIM  
zur Erlangung des akademischen Grades  
[„Master of Science“/ „Bachelor of Science“]

|  |  |  |
| --- | --- | --- |
| Bildergebnis für uni hohenheim logo | **Universität Hohenheim**  **Prof. Dr. Henner Gimpel**  Fachbereich für Digitales Management |  |

Prüfer: Prof. Dr. Henner Gimpel

Vorgelegt von: Vorname und Name des Verfassers

Matrikelnummer des Verfassers

Anschrift des Verfassers

Abgabetermin der Arbeit: Datum

**Titel der Arbeit**

**SEMINARARBEIT/ HAUSARBEIT**  
  
an der Fakultät Wirtschafts- und Sozialwissenschaften der   
UNIVERSITÄT HOHENHEIM

|  |  |
| --- | --- |
| Bildergebnis für uni hohenheim logo | **Universität Hohenheim**  **Prof. Dr. Henner Gimpel**  Fachbereich für Digitales Management |

Prüfer: Prof. Dr. Henner Gimpel

Vorgelegt von: Vorname und Name des Verfassers 1

Matrikelnummer des Verfassers 1

Vorname und Name des Verfassers 2

Matrikelnummer des Verfassers 2

Vorname und Name des Verfassers 3

Matrikelnummer des Verfassers 3

Abgabetermin der Arbeit: Datum

## English template

**Titel of the thesis**

**MASTER THESIS/ BACHELOR THESIS**

at the Faculty of Business Administration and Economics of the   
UNIVERSITY OF HOHENHEIM

for the attainment of the academic degree

[„Master of Science“/ „Bachelor of Science“]

|  |  |
| --- | --- |
| Bildergebnis für uni hohenheim logo | **University of Hohenheim**  **Prof. Dr. Henner Gimpel**  Chair of Digital Management |

Examiner: Prof. Dr. Henner Gimpel

Submitted by: First name and name of the author

Matriculation number of the author

Address of the author

Submission date: Date

**Title**

**TERM PAPER/ HOMEWORK**  
  
at the Faculty of Business Administration and Economics of the   
UNIVERSITY OF HOHENHEIM

|  |  |
| --- | --- |
| Bildergebnis für uni hohenheim logo | **University of Hohenheim**  **Prof. Dr. Henner Gimpel**  Chair of Digital Management |

Examiner: Prof. Dr. Henner Gimpel

Submitted by: First name and name of first author

Matriculation number of the first author

First name and name of second author

Matriculation number of the second author

First name and name of third author

Matriculation number of third author

Submission date: Date

1. Schwerzstraße 43, building 0433, room 117, 70599 Stuttgart [↑](#footnote-ref-2)
2. <https://www.uni-hohenheim.de/en/examinations-office-final-thesis> [↑](#footnote-ref-3)