**Title of the paper**

**MASTER THESIS/ BACHELOR THESIS/**

**TERM PAPER/ HOMEWORK**

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

[only for degree thesis:  
for the attainment of the academic degree

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

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

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| Submitted by: | Name and first name of the author(s) |
|  | Matriculation number of the author(s)  [only for degree thesis: |
|  | Address of the author] |
|  |  |
| Submission date: | Date |

# Abstract

The format template "Überschrift 1" is assigned to headings that are to appear in the table of contents but are not to be taken into account in the numbering or structure of the main section.

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**Keywords:** keyword, keyword, keyword, keyword, keyword, keyword.

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# List of Abbreviations

|  |  |
| --- | --- |
| AB1 | Abbreviation 1 |
| AB2 | Abbreviation 2 |
| AB3 | Abbreviation 3 |
| … | … |
|  |  |

Outline Level 1 – Chapter 1

Outline Level 2 – Headline 1

The four format templates "Gliederungsebene 1", "Gliederungsebene 2", "Gliederungsebene 3" and "Gliederungsebene 4" are intended to structure the main part of the work in a total of four levels and appear accordingly in the table of contents of the work (except level 4). The text itself is to be formatted with the format template "Fließtext" (important: do not use "Standard"!).

Outline Level 2 – Headline 2

Illustrations themselves receive the format template "Abbildung". Associated captions receive the format template "Beschriftung", the source of the illustration "caption\_source".

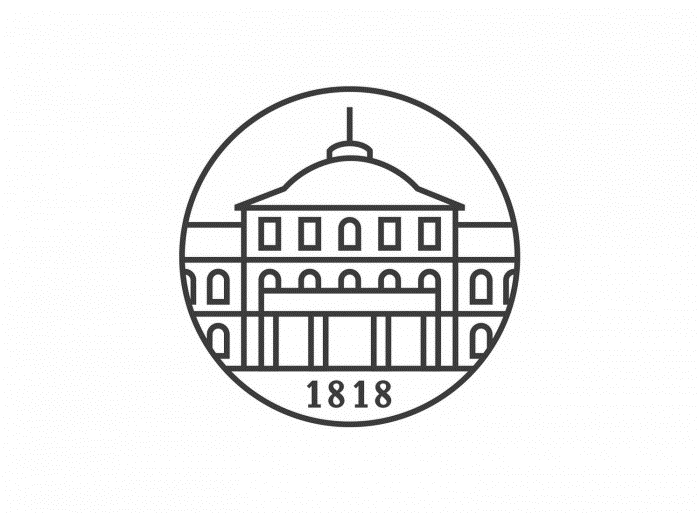


Illustration 1: Example-Illustration (Indented on 2 cm; see lineal)

Source: own presentation

Outline Level 1 – Chapter 2

Outline Level 2

Appropriate quotation to introduce a section that doesn’t belong to the text.

(source)

Outline Level 3 – Headline 1

Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text. „regular quote in the text” (Krcmar 2005, x).

„multiline long indented quote…………………………………………… …………………………………………………………………………………………. …………………………………………………………………………………………..…………………………………………………………“ (source).

Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text[[1]](#footnote-2)

* Text\_Enumeration; Format template „Enumeration unnumbered “
* Text\_Enumeration;
* Text\_Enumeration.

Enumerations should be included in a correct sentence.

Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text:

* Text\_Enumeration; Format template „Enumeration numbered “
* Text\_Enumeration;
* Text\_Enumeration.

Outline Level 3 – Headline 2

Table 1 serves as an example of a table. The format templates for the lettering are analogous to the illustrations "Lettering" and "Lettering\_Source".

|  |  |
| --- | --- |
| Table\_Headline | Table\_Headline |
| Table\_Cel | Table\_Cel |
| Table\_Cel | Table\_Cel |
| Table\_Cel | Table\_Cel |

Table 1: Example-Table (lettering left-aligned with table)

Source: …

Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text

Headline in the text

Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text.

An example of a formula is given ( 1 ). Here the formula is generated with the formula function provided by Word. It is to be numbered according to the example shown below (table without visible margin) and its source - if available. For example, in the text in the form " ... this can be calculated using the following formula (source):". If several formulas are used, copy and paste the table.

|  |  |
| --- | --- |
|  | ( 1 ) |

Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text.

Headline in the text

Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text.



Illustration 2: (Indented on 2 cm)

Source: [Reference e.g. internet source or own presentation]

Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text.

Note on Citation

References to the sources contained in the bibliography in the text are given in the form„<author’s surname> (<year>, p. <page numbers-from-to>) “. You can decide together with your supervisor whether the page numbers should always be given or only for direct citations. In any case, it is important to follow a consistent line within the paper. References that are not included in the continuous text should correspond to the form „(< Surname of the author 1>; < Surname of the author 2> <Year>, P. < Page number-from-to >)“.

Two authors should be connected with an „**and** “. More than two authors are abbreviated with „**et al.** “. For sources that would be cited in the same way under these rules, a lower-case letter is added to the year. Several sources are separated by semicolons and usually listed in alphabetical order within the brackets. The names of the authors shall not be repeated. Additions such as „cf. “should be omitted. Literal quotations can be recognised using inverted commas in the text. References to sources are not possible in the opening credits or in the summary.

*Note: This is only a proposal, please check with your supervisor.*

# References

*Notes:*

* *This is the 7th version of the American Psychological Association citation style (APA 7).*
* *The citation style must be adapted accordingly according to APA 7 if, for example, several authors are involved.*
* *The references must be written in alphabetical order, regardless of the type of source.*
* *The citation style is a suggestion which should be discussed with the supervisor. Consistency should be ensured.*

1. **Buch: Sammelband**

**Carroll, J. M.** (2005). The Blacksburg Electronic Village: A study in Community Computing. In *Lecture Notes in Computer Science* (S. 43–65). Springer. [https://doi.org/10.1007/11407546\_3](https://doi.org/10.1007/11407546_3%5e)

**Ordemann, J., Peter, F. & Buchholz, S**. (2023). Vielfalt von hochschulischen Bildungsverläfen. *In Higher education research and science studies* (S. 23–33). Springer VS Wiesbaden. <https://doi.org/10.1007/978-3-658-39657-2>

**Allgemeines Zitationsschema:** Autor\*in(Jahr), Titel des Kapitel*, Titel des Sammelband* (Seiten), Verlag, doi/URL

1. **Journal**

**Bonenberger, L., Graf-Drasch, V. & Meindl, O.** (2021). Handlungsempfehlungen für die Gestaltung mobiler Apps in smarten und nachhaltigen Quartieren. *HMD Praxis der Wirtschaftsinformatik, 58*(5), 1163-1179. <https://doi.org/10.1365/s40702-021-00769-1>

**Gimpel, H., Heger, S., Olenberger, C. & Utz, L.** (2021). The effectiveness of social norms in fighting fake news on social media. *Journal of Management Information Systems, 38*(1), 196-221. <https://doi.org/10.1080/07421222.2021.1870389>

**Allgemeines Zitationsschema:** Autor\*innen(Jahr), Titel des Artikels*, Name des Journals,* Band- und Ausgabennummer, Seitenzahl*,* doi/URL

1. **Internetquelle**

**Goehler, M.** (2022). Das Potential von KI in der Kundenbetreuung. *Digitale Welt*. Abgerufen am 8. August 2023, von <https://digitaleweltmagazin.de/das-potential-von-ki-in-der-kundenbetreuung/>

**Mannweiler, A.** (2023). Deutsche Wirtschaft in der Krise: Wie digital ist Deutschland? *tagesschau.de.* Abgerufen am 17. August 2023, von <https://www.tagesschau.de/wirtschaft/digitalisierung-deutschland-ueberblick-100.html>

**Allgemeines Zitationsschema:** Autor\*innen(Jahr), Titel des Artikels*, Name der Website, Abrufdatum,* URL

1. **Buch: Monographie**

**Koch, T.** (2010). *Macht der Gewohnheit? Der Einfluss der Habitualisierung auf die Fernsehnutzung*. VS Verlag für Sozialwissenschaften. [https://doi.org/10.1007/978-3-531- 92529-5](https://doi.org/10.1007/978-3-531-%2092529-5)

**Allgemeines Zitationsschema:** Autor\*in(Jahr,) *Titel der Monographie*, Verlag, doi/URL

Appendix A Appendix-Structure level 1

Appendix A.1 Appendix -Structure level 2 – Part 1

Only the first level of the attachment is included in the table of contents. The format templates for the appendix structure are "Anhang\_Ebene 1" [with and without page break] and "Anhang\_Ebene 2".

Appendix A.2 Appendix -Structure level 2 – Part 2

Appendix B Appendix -Structure level 1

Appendix A.1 Appendix -Structure level 2

Die Vorlage für Ihren Studiengang finden Sie auf den Seiten des Prüfungsamts.

1. footer [↑](#footnote-ref-2)