Prof. Dr. Michael Paul
Chair for Value Based Marketing
Faculty of Business and Economics
University of Augsburg

Universität
Augsburg
University

Guidelines for Academic Writing

April 2023

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List of Abbreviations

CSC   Customer stewardship control

SJR   Scimago Journal Ranking

VHB   Verband der Hochschullehrer für Betriebswirtschaft e.V.

1   Academic Writing at the Chair for Value Based Marketing

Academic writing is the practice of composing a systematically structured text in which a researcher (e.g., you!) presents his or her own research results. With your academic paper, you mainly target the academic research community. You can therefore assume that your paper's readers do have a certain level of knowledge of your research area. This also implies that your research question needs to be scientific and needs to make a contribution to existing research in order to be of interest for your readers.

There are different <u>forms</u> of writing an academic paper at the Chair for Value Based Marketing: in the bachelor and master study programs, we offer seminar papers and theses relating to our key research areas of value based marketing, services marketing, and omnichannel or new media marketing. As a preparation for writing a thesis at our chair, we recommend that you first participate in one of our seminars. There you will acquire the skills necessary for writing your thesis.

When intending to write a <u>seminar paper</u> at our chair, you first need to apply for the respective seminar. After the first session, you will receive your topic. You will then schedule a first appointment with your supervisor to discuss your first outline and an abstract. In the process of writing your paper, your supervisor will assist you with any further questions. More detailed information regarding specific seminar schedules is available in the respective seminar's syllabus that you will receive in the first session of each seminar.

In case you want to write your bachelor or master <u>thesis</u> at our chair, please refer to our website to learn more about the requirements and the application procedure. For further information not presented on our website, you can contact the research assistant in charge.

2 General Form, Challenging Areas, and Evaluation Criteria

2.1 General Form

2.1.1 Formatting

Below you find advice regarding the formatting of seminar papers and theses. Your manuscript should comply with these guidelines:

- Page volume (excluding page breaks, preliminaries, tables, figures, references, and attachments)
  - Bachelor seminar papers: 12 pages (± 10%)
  - Bachelor theses: 22 pages (± 10%)
  - Master seminar papers: 15 pages (± 10%)
  - Master theses: 60 pages (± 10%)
- Form of <u>seminar papers</u>
  - Page format: DIN A4
  - Attach the statement on plagiarism to your paper (cf. 2.1.2.)
  - Send two PDF files of your manuscript to your supervisor (no later than 12 noon on the day of the deadline): one full and one anonymized version containing main text only (i.e., <u>without</u> preliminaries and attachments; see 2.1.2); a printed copy does not need to be submitted
- Form of <u>theses</u>
  - Page format: DIN A4, no duplex printing
  - Submit two bound copies of your thesis (please use adhesive binding) to Karin Gall (FW 1205) until 12 noon on the day of your submission date (indicate name of supervisor on envelope). For students of the study programs law, industrial engineering and business mathematics, the regulations of the responsible examination office apply. For your respective requirements, please refer to the notification sent to you by the examination office or the individual examination regulations
  - Submit your empirical data (if applicable) on one CD
  - Send two PDF files of your manuscript to your supervisor: one full and one anonymized version containing main text only (i.e., <u>without</u> preliminaries and attachments; see 2.1.2)
  - Send full version of your manuscript as PDF to Karin Gall
- Text (including references)

- Major headings: 14-point font (Times New Roman or Arial), left justified, bold-face, with an extra return after heading
- Subheadings: 12-point font (Times New Roman or Arial), left justified, boldface with an extra return after heading
- General text
  - 2.5 cm margins on all sides
  - 12-point font (Times New Roman or Arial)
  - 1.5-spacing
  - Extra return after each paragraph
  - Left justified or full justified (flush left and right); if full justified, use hyphenation to avoid distracting rivers of white space across lines
  - Page numbers in the lower right corner of the pages
  - No header or footer
  - Use US English spelling

2.1.2 Manuscript Components

The three main components of an academic paper are (1) preliminaries, (2) the main text, and (3) attachments, including references, appendices, and a declaration of academic honesty. In the following, you find the three components explained:

(1) Preliminaries: Roman page numbers, except for title page
  - Title page: no page number (see Appendix A) (please add name of supervisor)
  - Table of contents: Roman page number II (see Appendix C)
  - List of figures: Roman page number (if there are figures in your paper)
  - List of tables: Roman page number (if there are tables in your paper)
  - List of abbreviations: Roman page number (if there are non-standard abbreviations; in alphabetical order)

(2) Main text: Arabic page numbers
  - Introduction: Arabic page number 1
  - Background theory
  - Conceptual framework /literature review
  - Empirical study (for empirical papers)
  - Discussion of results
  - Implications for theory and practice
  - Conclusion

(3) <u>Attachments</u>: Arabic page numbers
- o List of references
- o List of appendices (if there are appendices in your paper)
- o Appendix (if there are appendices in your paper)
  - ▪ Multiple appendices are ordered by letters (Appendix A, Appendix B, …)
  - ▪ In most cases, appendices are not necessary
- o Statement on plagiarism <u>(for seminar papers only)</u>[1]: include a signed declaration at the end of the manuscript (Declaration of Academic Honesty), confirming that you comply with the general values of academic integrity and agreeing that your paper might be inspected by the plagiarism prevention software Turnitin (available on our website in <u>German</u>, see section "Theses")

2.2 Challenging Areas of Academic Paper Writing

For many students, the following areas of academic paper writing are often connected to problems: writing an introduction (2.2.1), identifying the contribution (2.2.2), structuring the paper (2.2.3), and writing in general (2.2.4). The information below helps you improve the quality of your academic paper, which is why we advise you to read the following subchapters carefully. Please refer to Kühtz (2016)[2] or Plümper (2014) for a more comprehensive guide of how to write academic papers.

2.2.1 Writing the Introduction

The introduction is the first part of the paper a reader reads. Thus convince the reader of your paper's quality and spark his or her interest to continue reading by investing some time in writing an elaborate introduction. We recommend that you read Summers (2001, p. 410) to learn more about how to craft an introduction that effectively 'sells' your study.

Your introduction should consist of three main parts, which are (1) elaborating on the relevance of the general area of interest, (2) positioning your paper and explaining your contribution, and (3) presenting your outline. These parts are explained in the following:

(1) <u>Relevance of general area of interest and of research question</u>

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[1] For thesis, please deposit the statement on submission of thesis and inspection of third parties the examination office will send you in your thesis; do <u>not</u> bind them.

[2] To read the book online, search for the title at http://www.utb-studi-e-book.de/.

- o Establish the relevance of the general area of interest and your specific research question for research <u>and</u> practice by using as many of the following strategies as possible: if the topic receives much research attention and/or attention in practitioner outlets, build on that (this includes calls for research); if there are numbers available, use them; highlight the importance of the topic for researchers and practitioners by sound reasoning
- o <u>Example</u>: As the revenues for online-advertisements decline (Source A), more and more providers of online content try to charge users for using their services or for parts of it (Source B). This phenomenon can be observed for a variety of content types, for example, online news, music, and movies (Source A). However, as the results of charging for service vary strongly (Source C), companies need to know which steps need to be taken to successfully sell their online content.

(2) <u>Positioning, research question(s), and contribution </u>(compare 2.2.2)
- o Indicate in general terms what has already been researched in the broad area
- o Identify important gaps in the literature and position your paper within these gaps by comparing your work with the work of other researchers; argue the relevance of the identified gap for researchers and practitioners
- o Provide a concise statement of your paper's purpose/research question(s) and the contribution it makes to advance existing knowledge based on the gaps in the literature you have identified previously
- o <u>Example</u>: Many researchers, for example Source D and Source E, have explored the characteristics of customers who are likely to pay for online content. Previous studies, for instance, Source F or Source G have also investigated the characteristics of the provider itself. Apart from Source H, few researchers have focused on the content characteristics, which influence the success of paid online content. Furthermore, the mentioned studies were mostly targeted towards different types of online content, and partly the researchers report different, sometimes contrary effects of the same characteristics (e.g., Source A, Source D). Therefore, it is relevant to investigate how the impact of those characteristics is driven by the content type. The purpose of this research paper is to investigate which characteristics of customers, content, and providers are important for the success of paid online content strategies and to figure out the

moderating role of the content type. The findings help content providers to optimize their offerings, service, and pricing to increase sales. Furthermore, the results could help companies to focus their advertisements and communication actions on the right target group for the respective content.

(3) Outline

- o Summarize how you proceed to answer the research question you have introduced by presenting the outline of the paper

- o Example: The paper is structured as follows: first, the theoretical background on paid online content strategies and success factors is described. This is followed by the development of a conceptual framework. […]

2.2.2 Identifying the Contribution

There are three general types of contributions that an academic paper may provide, namely conceptual, empirical, and methodological contributions (Summers 2001):

- A conceptual contribution might involve the identification and definition of additional constructs that are added to an already existing conceptual framework. Additional constructs might include new dependent, independent, mediating, and/or moderating variables. Conceptual papers may also integrate or review already existing knowledge on a particular topic. To learn more about different conceptual contributions, please refer to MacInnis (2011). If your key conceptual contribution is a literature review, we recommend that you read Webster and Watson (2002) as well as Zorn and Campbell (2006).

- An empirical contribution might involve the empirical testing of theoretical relationships between constructs that have not previously been tested or investigating the psychometric properties of an existing measurement scale.

- A methodological contribution might involve the suggestion of variations in the design of existing studies to improve their internal and/or external validity, the assessment of existing methods used to conduct research, or the development of new approaches.

You should try to describe the intended contribution of your paper as clearly as possible in your introduction in order to convince the reader of the relevance of your work.

2.2.3 Structuring the Paper

Your table of contents illustrates the structure of your paper, which is supposed to support the argument you intend to make with your paper. Your paper's structure needs to reflect the weight of each chapter: the more subchapters a part has, the more important it is for the whole paper. Thus, the main part of your paper, which includes your own contribution, needs to have more subchapters and therefore more content than the other parts. A (sub-)chapter should encompass at least half a page. You must have at least two subchapters within the respective chapter. Please use subchapters only in chapters 2, 3, and 4. As a rule of thumb, any chapter longer than two pages should be subdivided by means of subchapters or subheadings in italics (see, for example, MacInnis 2011, p. 142).

Your structure has several important functions. First, it helps you organize your thoughts and find a logical order you can follow when writing your text. Second, it enables the reader to better understand your logical reasoning. Third, a trained reader has certain expectations regarding the structure of your paper as academic papers generally follow a very similar structure.

In academic journals, you often find a structure consisting of (1) an introduction, (2) background theory, (3) a framework/literature review and hypotheses/propositions, (4) a part comprising the empirical study (for empirical papers), (5) a discussion, (6) implications for theory and practice, and (7) a conclusion. These main parts are explained below:

(1) The <u>introduction</u> explains the relevance of the area of interest, positions the paper and identifies the paper's contribution to existing research, and outlines its structure.

(2) The <u>background theory</u> has a twofold purpose. First, this part includes definitions and information relating to the main concepts and theories that are relevant for understanding the remainder of the paper. As a broad rule, every concept contained in your paper's title should be explained in necessary depth. Second, when you work on a conceptual framework, the relevant literature is reviewed without retelling individual studies in detail. The review should summarize existing research in the topic domain in a deductive manner. The literature review thus culminates in the gap identification and brief motivation of your research question.

Please note: If the key contribution of your paper is a literature review, this part of the background theory section is omitted. In general, no new ideas are introduced in the background theory chapter.

(3) The framework identifies the relevant constructs, organizes them, and illustrates relationships between them verbally or visually. Whereas a literature review may also organize and illustrate relationships, it typically serves as a systematic means to identify, summarize, and organize research results or the applications and use of particular methodologies or theories in a clearly defined area of research. The framework or literature review represents a core contribution of your paper and therefore should provide some novel insights according to your contribution. This part may also include the development of logically and theoretically sound hypotheses or propositions (use the term 'hypotheses' if they are empirically tested in your paper; if not, refer to 'propositions'). In arguing a relationship between two constructs, please ensure that you provide definitions of the focal constructs, state the direction of effect, and provide information on the mechanism. Propositions should be explicated in case you argue a novel relationship not discussed in the previous literature.

In the beginning of this chapter (section 3.1), you should provide an overview of your procedure and a visual summary of your key results (i.e., figure or table) for effective communication. If you develop a framework, you should first briefly explain how you derived the framework, then visually display your framework (e.g., figure), and finally verbally outline its main components. If you work on a literature review, you should first inform the reader about the literature used for this part of your paper. Please provide a concise but complete summary of the journal quality considered, the type of searches used to identify the relevant literature (forward, backward, and keyword search including the search string with all the keywords and keyword combinations used), the number of scientific articles used for the literature review, and the journal part in which you searched for the keywords (e.g., abstract, title). Then provide a visual summary of your literature review (e.g., table) and verbally outline how you organized your literature review. In the following sections (3.2 etc.), you should systematically describe and explain your framework or literature review in more detail (including hypotheses/propositions, if applicable).

If the thesis deals with case studies, there are among others two typical procedures, whose two tables of contents can also be seen in the appendix. One approach is to first describe the case study and then compare the results theoretically in terms of similarities/differences (see Appendix E). The second approach is to first describe a theory/derive a model theoretically, which is then compared with reality through a case study with regard to similarities/differences (see Appendix F).

(4) The part comprising the <u>empirical study</u> introduces the study's method and presents your empirical results (for empirical papers).

(5) The <u>discussion</u> reviews the study's key results.

(6) The <u>implications for theory and practice</u> analyze the paper's contributions for research and practice and explain what researchers and practitioners can learn from your study. Implications for theory should also discuss the limitations of your work and advance ideas for future research. Good discussion and implications sections are insightful and creative (but not too speculative!).

(7) The <u>conclusion</u> briefly summarizes the paper's findings and gives a solution to the problem presented in the introduction of the paper.

Note that <u>not</u> all parts discussed above must necessarily represent a main chapter in your paper. For instance, the discussion section could be integrated at the end of the chapter containing the empirical study.

2.2.4 Writing in General

When writing your academic paper, you should be aware of the following general hints helping you better deliver your paper's content:

(1) Choosing a meaningful wording for your <u>chapter headers</u> supports your paper's logical structure. Headlines are supposed to summarize a part's main content in a few words. They should not be journalistic but should reflect the reasoning of your paper concisely. Headlines are structured by Arabic numbers and should not include abbreviations.

(2) Another element that helps the reader better understand your paper's logical reasoning is well-developed <u>paragraphs</u>. A paragraph usually begins with an introductory sentence which explains the paragraph's main topic. The remainder of the paragraph explains the initial sentence. Thus, one paragraph only expresses one

thought. A paragraph should not be too long as different thoughts might be mixed. Very short paragraphs (e.g., only one or two lines) should be integrated with other paragraphs.

(3) Your <u>sentences</u> should be precise and not too long. Writing short sentences allows the reader to follow your line of reasoning whereas long sentences complicate the comprehension for the reader. Make sure that your sentences are connected by a logical flow. Referring to existing theories and research findings as well as giving real world examples substantiates your own thoughts. Further, you should avoid colloquial or journalistic language.

(4) Non-standard <u>abbreviations</u> should be written out the first time they are used in the text. In subsequent text passages, the abbreviation can be used. This avoids long and complex sentences and facilitates the sentences' comprehension.

- <u>Example</u>: Customer stewardship control (CSC) is a more encompassing construct than customer orientation.

(5) <u>Figures and tables</u> are included in the academic paper as far as they help the reader better understand a passage or to give an overview. A table summarizing academic articles that are discussed in the text or a figure displaying a conceptual framework is strongly recommended. Please frame figures (see Appendix for example). Every figure and every table needs a concise title describing the main content.

- <u>Example</u>: Figure 1: Factors Influencing Online Purchase Decisions.

In addition, figures and tables should be numbered continuously. Every figure and every table you display in your text needs to be mentioned in the text.

- <u>Example</u>: Table 1 shows examples for vivid and interactive brand fan pages.

2.3   Evaluation Criteria

Your academic paper will be evaluated based on the criteria below. Having these criteria in mind when writing your paper helps you not lose track of the most important aspects connected to academic paper writing. Note that the exact criteria vary depending on the type of paper you are writing.

- <u>Quality of content</u>
  - o   Introduction
  - o   Approach to solve problem/research design
  - o   Literature cited/data sources/data collection

- o Data analysis/reasoning
- o Conclusion/implications
- Quality of structure
  - o Continuous link to research question
  - o Logical flow and recurrent theme
  - o Structure is logical and reflects different weights of the paper's parts

- Formal quality
  - o Spelling and grammar
  - o Style and terminology
  - o Graphical presentation
  - o Layout
  - o Citations
  - o List of references
  - o Appendices

3 Handling Literature

3.1 Finding Relevant Literature

When searching for literature, you will often find a large number of studies with each study contributing only a small amount of information relevant for your topic. You need to find all the small pieces and put them together like a puzzle. You might find this procedure complicated in the beginning but when following the advice below, you will see that finding the right pieces for your puzzle is not as complicated as it seems.

When handling literature, you need to pay particular attention to the <u>type of source</u> you are using. As different sources have different strengths and weaknesses, you first need to decide what kind of information you are looking for. Below you find a list of different types of sources you might want to use for conducting a literature search:

- Use textbooks for getting a first overview of your topic and for definitions of general concepts
- Use scientific articles for learning about the latest research on your topic
- Wikipedia, trade journals, newspapers <u>might</u> be relevant for giving real world examples, when no academic source exists, or when you need descriptive statistics on a specific phenomenon (e.g., percentage of Internet users in Germany)

When searching for literature, you may rely on different <u>types of searches</u> in order to make sure that you find all the information you need. You should search for keywords that are relevant for your topic. Also search for synonyms and related topics. Searching only the title or abstract, or limiting the search to a particular time span reduces the number of results and helps you focus on the most relevant articles. In the following, the different types of searches are listed:

- Search data bases, such as EBSCO Business Source Premier (http://search.ebscohost.com)
- Search JSTOR (http://www.jstor.org)
- Search the bibliographies of other relevant articles
- Search the latest relevant journal issues
- Search the OPAC (http://opac.bibliothek.uni-augsburg.de)
- Search Google Scholar (http://scholar.google.de)

- Forward search citations using Web of Science (http://webofknowledge.com)

Furthermore, you need to assess the <u>quality</u> of the literature you intend to cite in order to be sure that the sources you quote are meaningful for the academic research community. You can check the quality of academic articles with the help of VHB-JOUR-QUAL which is an official journal quality ranking of the German Academic Association for Business Research (VHB). You can find the complete ranking here: http://vhbonline.org/service/jourqual/vhb-jourqual-3/gesamtliste. Relying on A+, A, and B ranked journals ensures a high quality of the sources cited and also narrows down the number of findings for your topic to the most relevant articles. In case journals of interest are not listed in VHB-ranking, please rely on Scimago Journal Ranking (SJR). A minimum quality standard is indicated by Cites / Doc. (2 years) greater than 1.

Finally, you should assess the <u>relevance</u> of an article for your specific topic by checking the introduction, figures, tables, and the conclusion <u>before</u> reading the whole article and eventually citing it.

3.2 Citing Correctly

When citing literature you have identified as adequate for your academic paper, you need to consider a few important aspects:

(1) Make sure to give a source <u>every time</u> you use another author's ideas, information, or data. Please ensure that for each sentence it is clear, where the idea, information, or data is from. Use the abbreviation "ibid.", which is Latin for ibidem to indicate that you refer to the source you mentioned last.

- <u>Example</u>: In 2013, an estimated number of 1.7 billion people used social media worldwide at least once a month (eMarketer 2013a). […] For the next years, an increase to more than 2.5 billion social media users is expected (ibid.).

(2) There are different types of citations, namely direct and indirect citations:

- <u>Direct citation</u>: marked with quotation marks; mention page number
  - <u>Example</u>: Hennig-Thurau and Paul (2007, p. 171) found that "cognitive concepts can have a destructive effect on service relationships".
  - Your own extensions are added in brackets: [example]
  - The deletion of words needs to be emphasized by brackets: […]
- <u>Indirect citation</u>: no quotation marks; no page number

- - Example A: A 2011 study shows that more than 80% of Fortune 500 companies use some form of social media (Hameed 2011).
  - Example B: Hameed (2011) finds that more than 80% of Fortune 500 companies use some form of social media.
  - When citing different articles, the authors should be listed in alphabetical order and separated by semicolons.

(3) Citations differ depending on the number of authors:
- Up to three authors: list all author names
  - Example: Because of these inferences, Naylor, Lamberton, and Norton (2011) demonstrate that an ambiguous online reviewer is more persuasive.
- Four or more authors: use the first author's name followed by et al. (only within the text, not in the references)
  - Example: Work on non-target market effects also suggests that seeing dissimilar individuals can lead consumers to infer low levels of commonality (Aaker et al. 2000).

(4) If you have two or more works by the same author with the same year of publication, they are differentiated by letters after the date (both in citations and references).
- Example: Paul (2010a)
- Example: Paul (2010b)

(5) Please use Harvard citation style which includes citations within the text as applied in the examples above To make it easier for you and for us to retrieve your citations in the original text, we recommend that you indicate page numbers of your citations as well for indirect citations in the Harvard citation style. However, sticking to the classical format (compare (1)) will not have a negative impact on your final grade.
- Example for Harvard style incorporating page numbers: Hennig-Thurau and Paul (2007, p. 171)

(6) With respect to figures and tables the source is always given below the figure or table, independent of the citation style you are using.
- Example for an own figure/table: Source: Own depiction.
- Example for a copied figure/table: Source: Paul (2010).
- Example for a modified figure/table: Source: Based on Paul (2010).

(7) You should avoid secondary quotes, that is, citing one or more author(s) having cited one or more other author(s). Secondary quotes are not advisable as you

cannot be sure that the article cited indeed includes the information it is supposed to include. Always search the original article as this is the only way to find out what an article really says.

- Negative example: Rust, Lemon, and Zeithaml (2004, cited by Paul, Hennig-Thurau and Rudolph 2010, p. 2) define customer equity as "the total of the discounted lifetime values summed over all of the firm's […] customers".

(8) In case you would like to cite personal communication (e.g., electronic communications, telephone conversations, personal interviews), only include the reference in the text, not in the list of references, as the data is not recoverable.

- Example: P. Jones emphasizes the importance of market research (personal communication, May 10, 2016).

3.3 Creating the List of References

The list of references includes all the sources you quoted in the text (and only these!). The references in the list are ordered alphabetically. Each reference starts with the first author's last name, followed by the first name. Co-authors are listed in the order of appearance on the title page of the respective article, starting with the first name, followed by the last name. Each reference ends with a period. Below you find examples for citing journal articles, books, and websites:

- Journal article: First author's last name, first author's first name and second/third/… author's full name (year), "title of article," *journal*, volume (number), first page-last page.
  - Example: Paul, Michael, Thorsten Hennig-Thurau, Dwayne D. Gremler, Kevin P. Gwinner, and Caroline Wiertz (2009), "Toward a Theory of Repeat Purchase Drivers for Consumer Services," *Journal of the Academy of Marketing Science*, 37 (2), 215-237.
- Book: First author's last name, first author's first name and second/third/… author's full name (year), *title of book*. 1st/2nd/3rd/… edition, place of publishing: publisher.
  - Example: Solomon, Michael R. (2010), *Consumer Behavior. Buying, Having, and Being*. 9th ed., Upper Saddle River, NJ: Prentice Hall.
- Article in a book: First author's last name, first author's first name and second/third/… author's full name (year), "title of article," in title of the book, first/second/third/… editor's full name, ed./eds. Place of publishing: publisher, p.-p.

- o Example: Moore, Danny L. and Wesley Hutchinson (1985), "The Influence of Affective Reactions to Advertising: Direct and Indirect Mechanisms of Attitude Change," in *Psychological Processes and Advertising Effects: Theory, Research, and Applications*, Linda F. Alwitt and Andrew A. Mitchell, eds. Hillsdale, NJ: Lawrence Erlbaum Asscociates, 673-642.
- Website: First author's last name, first author's first name and second/third/… author's full name (year), "title of article," (date of access), [web address]. When there is no author mentioned, use the name of the organization/website etc.
  - o Lake, Amielle (2011), "Why Facebook Fans Are Useless," (accessed January 17, 2012), [available at http://www.imediaconnection.com/content/30235.asp].
- Miscellaneous (conference proceedings, working papers, research/ business reports): First author's last name, first author's first name and second/third/... author's full name (year), "title of unpublished work," event (if available), university or organization, city/state, first page-last page (if available).
  - o Lechner, Andreas T. and Michael Paul (2015), "Is Emotional Authenticity in Service Delivery Always Key to Customer Satisfaction? An Empirical Investigation of Boundary Conditions," 24th Frontiers in Service Conference, San José State University, San José, CA, 159-160.
- For publications from the same author(s) but different years sort the references in ascending chronological order.

Please remember to create a consistent capitalization within your list of references! You are responsible for unifying the different forms of capitalization used in journals into one consistent form of capitalization.

In case you want to use literature management software (e.g., Citavi, Mendeley, or RefWorks) you may use the *Journal of Marketing* citation style. However, you should check the consistency of the style in your final document as some imprecise source specifications can lead to an inconsistent list of references in your paper. Please check especially information, such as names, title capitalization, issue number, and publication place.

3.4   Avoiding Plagiarism

Plagiarism is defined as "the practice of taking someone else's work or ideas and passing them off as one's own" (Oxford Dictionary 2012). It includes different forms, such as:

- Using another author's ideas, information, data, or sentences without revealing the source
- Imitating a passage's structure without revealing the source
- Documenting the source but paraphrasing the source's words too closely without indicating that the specific words and phrases are from another author

We strongly advise you not to plagiarize. With the plagiarism prevention software Ephorus we have the possibility to control your paper for plagiarism and cannot let you pass a seminar or a thesis when having found plagiarism in your paper. We all stand on the shoulders of giants. Thus crediting others for their ideas constitutes a key component of academic integrity. Please note that revealing a source is always helpful. The reader might want to get more information on a particular topic you only mentioned briefly in your paper, and referring to others can increase the credibility of your own statements. In addition, you might want to have a second look at a source you quoted some time ago in order to rework the particular passage in your paper.

Dos and Don'ts

Table 1 illustrates a number of Dos and Don'ts that are of particular importance for students writing academic papers and are supposed to give you some advice on what to do in order to work successfully on your paper and what to avoid in order not to jeopardize the quality of your paper.

Table 1: Dos and Don'ts of Academic Writing

Dos	Don'ts
✓ Start writing as early as possible. Writing a first draft of the introduction helps you clarify the objective of your work and identify possible challenges. ✓ Pay attention to consistency. This especially relates to chapter headers, paragraph length, citations, and references. ✓ Pay attention to the overall appearance of your paper as it gives a first impression of the accuracy you applied when working on it. Revise your paper's structure, look for misspellings, and check the quality of figures, tables, and appendices.	x Do not panic if you cannot find sources for everything. You may need to abstract in order to transfer other studies' findings to your own work. Your own unique contribution by definition cannot be found anywhere else. x Do not develop novel thoughts in the background theory part of the paper; this part mainly summarizes existing studies related to your topic. x Do not discuss your findings in the same part in which you present the results of your empirical study.

Source: Own depiction.

List of Appendices

Appendix A: Sample Cover Page for Seminar Papers

University of Augsburg

Faculty of Business and Economics

Chair for Value Based Marketing

Prof. Dr. Michael Paul

New Media Marketing: Research

WT14/15

Title of the Seminar Paper

Date of submission: February 6, 2015

John Doe

Doe Street 1

12345 Doeville

Student ID: 12345

Master iBWL

2nd semester

Appendix B: Sample Cover Page for Theses

University of Augsburg

Faculty of Business and Economics

Chair for Value Based Marketing

Prof. Dr. Michael Paul

UNIA Universität Augsburg University

Bachelor Thesis

Title of Thesis

Date of submission: January 11, 2016

John Doe

Doestreet 1

12345 Doeville

Student ID: 12345

Bachelor iBWL

6th semester

Appendix C: Sample Table of Contents for Conceptual Framework

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Note: The title of this thesis could be: Brand Activism and Body Images: A Conceptual Model and Case Study Analysis

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