

## **Guidelines for Scientific Writing**

(March 2025)

# Table of Contents

1.	General Information .....	1
1.1	Application Process for Academic Papers.....	1
1.2	Supervision.....	1
1.3	Thesis Registration .....	1
1.4	Colloquium (only Master's theses).....	1
1.5	Thesis Submission.....	1
2.	Formal Requirements .....	2
2.1	Length and Structure .....	2
2.1.1	Bachelor's Thesis.....	2
2.1.2	Master's Thesis .....	2
2.1.3	Seminar Paper .....	2
2.2	Formatting Requirements .....	3
2.3	Common Mistakes .....	3
3.	References and Citation Guidelines.....	4
3.1	Literature Search and Evaluation.....	4
3.2	Citation .....	4
3.2.1	General Principles.....	4
3.2.1.1	Direct Quotations .....	5
3.2.1.2	Paraphrased Quotations .....	5
3.2.1.3	Page Numbers in Citations.....	5
3.2.2	Reference Management Software.....	5
4.	Structure of the Thesis.....	6
4.1	General Guidelines .....	6
4.2	Abstract .....	6
4.3	Table of Contents .....	6
4.4	Abbreviations.....	8
4.5	Research Question .....	8

4.6 Hypotheses (Master’s Theses Only) ..... 8

4.7 Figures and Tables ..... 8

4.8 Bibliography ..... 9

4.9 Appendix..... 10

4.10 ChatGPT..... 10

APPENDIX..... I

    Template Cover Page for a Bachelor’s Thesis..... II

    Template Cover Page for a Master’s Thesis ..... III

    Template for Statement of Independent Work .....IV

    Template for Statement on the Use of ChatGPT .....V

## **1. General Information**

### **1.1 Application Process for Thesis Supervision**

Bachelor's and Master's theses are assigned through an [online application system](#). The website provides essential details regarding application deadlines, submission timelines, required documents, and available thesis topics. It is crucial to review these guidelines carefully before applying. Only complete applications submitted on time will be considered in the application process.

### **1.2 Supervision**

In the course of your supervision, you are responsible for contacting your supervisor and not your supervisor you. If you wish to schedule a consultation, please request an appointment at least two working days in advance. Any drafts or specific questions should be submitted to your supervisor at least one working day before the meeting. Please always indicate the sources you used. E-mails are usually answered within a maximum of 48 hours on working days.

### **1.3 Thesis Registration**

After viewing the list of available topics, you have two weeks to contact your preferred supervisor and the supervisor has four weeks to officially register your thesis. If this deadline is not met, you lose your right to supervision. This regulation ensures equal conditions for all students. Once your thesis is registered, the examination office will inform you about your submission deadline. You normally have 12 weeks to write your Bachelor's thesis and 20 weeks to write your Master's thesis.

### **1.4 Colloquium (only Master's theses)**

The colloquium offers you the opportunity to present the current state of your Master's thesis and receive valuable feedback. It usually takes place about four weeks before your submission deadline. Please arrange the exact date with your supervisor approximately four weeks before the colloquium. The colloquium consists of a 30-minute presentation followed by a 30-minute discussion. Presentation slides (as a PDF file) must be submitted to the supervisor at least one hour before the start of the colloquium.

### **1.5 Thesis Submission**

Bachelor's and Master's theses must be uploaded to FlexNow via the "Upload papers and theses" section. This digital upload replaces the need for submitting a physical storage device. The maximum file size is 100MB, with the option to upload two additional ZIP files containing supplementary materials. The examination office forwards the electronic thesis to the assigned reviewers. For empirical theses, all relevant data (questionnaire, collected data, data analyses etc.) must also be sent directly to the respective supervisor via E-mail.

## **2. Formal Requirements**

### **2.1 Length and Structure**

The academic papers (excluding cover page, appendix, respective lists and statements) should have the following length (+/- 10%):

- Bachelor's thesis: 30 pages
- Master's thesis: 40 pages
- Seminar paper: 4,000 words (approximately 12 pages, including the table of contents and references)

In the following, you will find the basic structure of the text section that you should use for your thesis. Any deviations must be discussed with the respective supervisor.

#### **2.1.1 Bachelor's Thesis**

1. Introduction
2. Theoretical Background
3. Main Part (addressing the research question)
4. Discussion (including implications for research and practice, limitations, and future research)
5. Conclusion

#### **2.1.2 Master's Thesis**

1. Introduction
2. Theoretical Background
3. Methodology
4. Results
5. Discussion (including implications for research and practice, limitations, and future research)
6. Conclusion

#### **2.1.3 Seminar Paper**

1. Introduction
2. Background (definitions and concepts for understanding the main part)
3. Main Part (addressing the research question)
4. Conclusion

## 2.2 Formatting Requirements

For Bachelor's and Master's theses:

- Paper format: DIN A4, single-sided, justified text
- Margins: left + right 2.5 cm, top + bottom 2 cm
- Line spacing: 1.5 in the main text, single in footnotes
- Font: Arial (size 11) or Times New Roman (size 12); size 9 for footnotes
- Headings: Bold, left-aligned, spacing after: 6 pt.
- Paragraphs: Each paragraph starts on a new line

For seminar papers:

- Paper format: DIN A4, single-sided, justified text
- Margins: left 4 cm, all other sides 2 cm
- Line spacing: 1.5 in the main text, double before headings, single in footnotes
- Font: Times New Roman (size 12), size 14 for headings, size 9 for footnotes
- Paragraphs: Each paragraph starts on a new line

## 2.3 Common Mistakes

Certain mistakes occur frequently in academic papers. For example, the structure is very often not balanced in terms of form and content. In this case, formal balance means that the points of the main section should be divided into roughly the same number of subsections.

The written work should be formulated concisely and objectively so that the message is conveyed to the reader as clearly as possible. Make sure that you avoid the following mistakes:

- Overly complex or convoluted sentences
- Unnecessary filler words (e.g., "really", "in order to")
- Exaggerations (e.g., "extremely," "enormously")
- I-, we-, one- forms
- Personal evaluations (e.g., "unfortunately")
- Contradictory statements
- Inconsistent terminology
- Colloquial language

### 3. References and Citation Guidelines

#### 3.1 Literature Search and Evaluation

There are numerous options available to you for researching suitable literature for your topic. For example, use databases and tools provided by the university library, as well as platforms such as [Web of Science](#) or [Google Scholar](#). Give preference to publications from well-established, high-ranking academic journals. You can view the journal rankings in the [VHB Journal Ranking](#) or via [Scimago](#). For your research, focus primarily on papers published in A+/A/B-ranked journals or Q1-ranked journals.

#### 3.2 Citation

##### 3.2.1 General Principles

All direct quotations or paraphrased ideas from external sources must be cited properly. This applies not only to textual references but also to tables, figures, and other visual materials. A citation should always come from the **original source**. A secondary source may only be used if the original source is no longer accessible.

A violation of the citation obligation leads to the work being graded as “insufficient”.

All references must follow the latest version of the APA citation style (currently APA 7th edition). Sources are listed in the text directly after the cited content as a short citation. If there are more than two authors, only the surname of the first author is given and all other authors are abbreviated to “et al.”.

For more details on APA 7th edition, refer to the official APA guidelines: [APA Style Guide](#).

##### Examples:

###### In-text citations

Moreover, even random and unrelated values can distort the WTP collected from customers (Ariely et al., 2003), as well as the selected measurement method itself (Miller et al., 2011; Schmidt & Bijmolt, 2020; Voelckner, 2006; Wertenbroch & Skiera, 2002).

###### Reference list entry

Ariely, D., Loewenstein, G., & Prelec, D. (2003). "Coherent Arbitrariness": Stable Demand Curves Without Stable Preferences. *The Quarterly Journal of Economics*, 118(1), 73–106. <https://doi.org/10.1162/00335530360535153>

## Figures

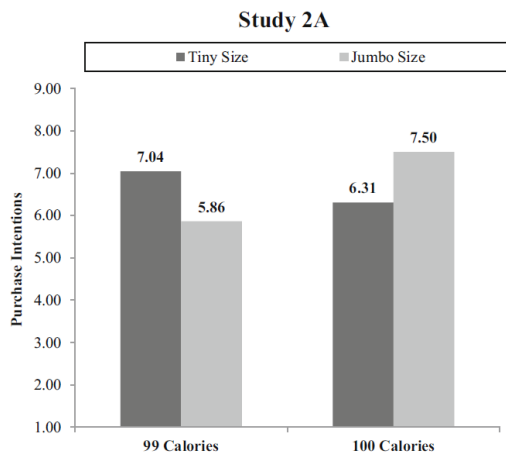


Figure 1: The Effect of Numerical and Verbal Cues on Purchase Intention  
 Source: Minton et al. 2018, p. 232

### 3.2.1.1 Direct Quotations

The purpose of a direct quotation is to highlight a particularly significant statement where the exact wording is essential (e.g., definitions). However, direct quotations should be the exception and be kept concise.

Directly quoted passages must be enclosed in quotation marks (“...”). If a single word is omitted, it should be indicated with two dots [...], while omissions of multiple words should be marked with three dots [...]. Any modifications made for grammatical consistency should be placed in square brackets (e.g., “... this [study] ...”).

### 3.2.1.2 Paraphrased Quotations

The purpose of a paraphrased quotation is to identify the content of an external source to which the author refers. The source from which the quotation is taken must be indicated in brackets after the quotation. A preceding “cf.” is no longer common and should be avoided.

### 3.2.1.3 Page Numbers in Citations

For direct quotations and image citations (e.g., illustrations), the exact page number must always be included in the citation.

## 3.2.2 Reference Management Software

Citation programs (e.g., Citavi, Zotero, Endnote, Mendeley, etc.) can make it easier for you to manage your references when conducting an extensive literature review. The University of Göttingen offers you a license to use the full version of Citavi. Further information can be found on the [SUB](#) website.



## **4. Structure of the Thesis**

### **4.1 General Guidelines**

The formal structure of the thesis should follow the sequence below:

- Title page without page number (see template in the appendix)
- For Bachelor's and Master's theses: Abstract
- Table of contents (Roman numerals)
- List of figures (if applicable, continuation of Roman numerals)
- List of tables (if applicable, continuation of Roman numerals)
- List of abbreviations (if applicable, continuation of Roman numerals)
- List of symbols (if applicable, continuation of Roman numerals)
- Main text (Arabic numerals)
- Bibliography (continuation of Arabic numerals)
- Appendix (if applicable, continuation of Roman numerals)
- Statement on the Use of ChatGPT (unnumbered, see appendix for template)

### **4.2 Abstract**

For both Bachelor's and Master's theses, an abstract must be included after the title page. It should be about half a page long. The core question of the thesis and the most important results should be summarized and clearly presented.

### **4.3 Table of Contents**

The main text must be preceded by a table of contents, which should provide an overview of the logical structure of the work and be comprehensible for the reader. The bullet points listed in the table of contents must be identical to the headings in the main text. The number of chapters should be proportionate to the length of the text.

At least two subchapters should be listed at each outline level, i.e., point 1.1 must be followed by at least one point 1.2. The depth of the outline should contain a maximum of two sub-items (i.e., max. 1.2.1). Subordinate bullet points should be indented in the table of contents and not indented in the text section. All other components of the paper (list of figures, tables, appendix, etc.) are also listed in the table of contents in the order of their appearance.

## Example: Table of Contents for a Master's Thesis

### The Influence of the Question Order on Consumers' Willingness to Pay

<b>Abstract</b> .....	II
<b>Table of Contents</b> .....	III
<b>List of Tables</b> .....	IV
<b>List of Figures</b> .....	V
<b>List of Abbreviations</b> .....	VI
<b>1. Introduction</b> .....	1
<b>2. Theoretical Background</b> .....	5
2.1 Willingness to Pay .....	5
2.2 Price Sensitivity Meter .....	10
2.2.1 Procedure .....	13
2.2.2 Advantages and Limitations .....	13
2.3 Anchoring .....	14
<b>3. Methodology</b> .....	20
3.1 Study Design .....	20
3.2 Stimuli .....	20
3.3 Measurement Method .....	21
3.3 Sample Description .....	23
<b>4. Results</b> .....	24
4.1 Exclusion Procedure .....	24
4.2 Preliminary Study .....	24
4.3 Scale Evaluations .....	25
4.3 Descriptive Statistics .....	25
4.4 Hypotheses .....	27
4.5 Additional Analysis .....	34
<b>5. Discussion</b> .....	36
5.1 Implications for Research and Practice .....	36
5.2 Limitations .....	37
5.3 Future Research .....	38
<b>6. Conclusion</b> .....	41
Bibliography .....	42
Appendix .....	VII
Statement of Independent Authorship .....	VIII
Statement on the Use of ChatGPT .....	VIV

#### 4.4 Abbreviations

All abbreviations used in the text and references should be listed alphabetically in a list of abbreviations.

Commonly used abbreviations do **not** need to be listed (e.g., etc., cf.)

The following abbreviations **must** be listed:

- Common abbreviations of journals
- Abbreviations for institutions and organizations
- Abbreviations commonly used in the subject area

Abbreviations that are unusual or introduced for convenience are **not** allowed.

In the rare case that symbols are used, a combined list of abbreviations and symbols can be created.

#### 4.5 Research Question

Your research question represents the guiding idea of your thesis and should be answered within the writing process. Each section of your thesis should clearly relate to the research question. Your research question should always be derived from an identified research gap that was found with the help of existing literature. Furthermore, your research question or the answer to your research question must be relevant for practice and research. When formulating your research question, avoid biased or directional components. For example, avoid questions like: "How does X lead to an increase in Y?" or "How does X result in a better Y?".

#### 4.6 Hypotheses (Master's Theses Only)

When deriving hypotheses, consider the following: First, your hypotheses must reflect concrete statements that you can test. Secondly, the hypotheses should be clearly derived from the literature and fit your research model. Thirdly, make sure your argumentation is logical and source-based.

#### 4.7 Figures and Tables

Figures and tables should supplement the text in a clear form and make it more descriptive. Figures and tables should always be referenced in the text, i.e., they always require an explanation.

Each figure and table must have a title and be listed in a list of figures and list of tables. If only a few figures and tables are included, they may be combined into one single list. Titles of figures and tables must appear exactly as written in the respective list.

Figures and tables should only be included if they are a necessary part of the text. Additional tables required for the paper (not the entire SPSS output!) can be added in the appendix (this applies particularly to empirical papers).

Formal Requirements:

- Formatting according to APA guidelines (see example table)
- Sequential numbering throughout the text (separately for figures and tables)
- Title above each figure or table, clearly describing its content
- No SPSS outputs/outputs should be inserted as images
- Source citation:
  - Not required for self-created figures/tables
  - For modified figures/tables: "Source: adapted from [author], [page number]"
  - For directly copied figures/tables: "Source: [author], [page number]"

**Example:***Differences between Derived Price Points (H2b)*

Price point	Mean Dif. seq. (SD)	Mean Dif. ex. (SD)	Dif. seq. > Dif. ex. in % <sup>a</sup>	p-value	Dif. seq. > Dif. ex. in % <sup>b</sup>	p-value
Optimal price point	0.71 (2.12)	-3.98 (5.59)	26.6	.734	4.9	.951
Point of marginal cheapness	-3.82 (4.12)	1.37 (4.50)	59.7	.403	2.6	.974
Point of marginal expensiveness	0.28 (2.35)	-2.92 (5.76)	74.2	.258	2.8	.972

*Note.* Dif = Difference. Seq. = sequential question sequence. Ex. = extremes first question sequence.

<sup>a</sup>Usage of absolute differences. <sup>b</sup>If both differences are positive.

\*p < .05. \*\*p < .01 \*\*\*p < .001.

**4.8 Bibliography**

**All** cited publications must be included and **all** authors must be named in the bibliography. If there are several editions, the most recent edition should be used. Follow APA 7th edition guidelines.

Order of Entries:

1. Alphabetical order by author's last name.
2. If an author has multiple publications, order them chronologically, starting with the earliest. If multiple publications exist from the same author in the same year, add lowercase letters (e.g., 2008a, 2008b).

Publications without a listed author should be cited under "N.N." (Nomen Nescio). The same approach applies when page numbers or publication years are unavailable. All sources must be included in a **single** bibliography, i.e., there is no separation according to monographs, collected works, journals, etc.

Blogs, Wikipedia, and similar sources are not permitted. Websites must be critically evaluated for credibility and should originate from reputable sources. They may be used for illustrative purposes but must **not** be used as a basis for argumentation.

When using citation software, attention must be paid to the accuracy and consistency of the information. There are often transcription errors, especially in author names (sometimes abbreviated), capitalization of titles, missing or incorrect page numbers, volume numbers and journal spelling.

#### **4.9 Appendix**

If an appendix is included, it should be placed after the bibliography. The appendix is referred to by placing a page labeled APPENDIX in front. This page is not given a page number. The appendix pages should be numbered using Roman numerals, continuing from the last numbered section of the document. For example, if the final page of the figure list is numbered VII, the first page of the appendix (or appendix index, if applicable) should be numbered VIII.

If the appendix exceeds the length of the main text or contains more than four items (e.g., questionnaire, SPSS syntax), an appendix index must be included immediately after the APPENDIX title page. This index should list all appendix entries along with their corresponding Roman numerals.

The appendix may include tables, charts, and other supplementary materials that provide additional explanations for the main text. All figures and tables in this section must follow the same formatting guidelines as those in the main text. Consequently, copying and pasting SPSS outputs into the appendix is not permitted. While an appendix is not mandatory, it can be useful for including supplementary explanations. However, it should be kept concise and only contain relevant material. In non-empirical papers, an appendix is generally uncommon.

#### **4.10 ChatGPT**

All academic papers submitted to the department must include a statement on the use of ChatGPT or other AI tools, attached after the statement of independent authorship. The use of ChatGPT or other AI tools must be completely transparent. Explicit labeling of passages generated with ChatGPT or other AI tools is required. Students should also explain how ChatGPT or other AI tools were used to create the academic paper. This declaration must be signed by the author, including the date and place of submission, as shown in the example below.

## APPENDIX

## Template Cover Page for a Bachelor's Thesis



Georg-August-University Göttingen  
Faculty of Business and Economics  
Chair of Marketing and Consumer Behavior

### **BACHELOR'S THESIS**

#### **Title of the Bachelor's Thesis**

Submitted by

(First Name)(Last Name)

Student ID (XXXXXX)

Supervisors:

Prof. Dr. Yasemin Boztuğ

Max Mustermann, M.Sc.

Location, Date (XX. Month 202X)

## Template Cover Page for a Master's Thesis



Georg-August-University Göttingen  
Faculty of Business and Economics  
Chair of Marketing and Consumer Behavior

### **MASTER'S THESIS**

#### **Title of the Master's Thesis**

Submitted by

(First Name)(Last Name)  
Student ID (XXXXXX)

Supervisors:

Prof. Dr. Yasemin Boztuğ  
Max Mustermann, M.Sc.

Location, Date (XX. Month 202X)



## Template for Statement of Independent Work

### Statement of Independent Work

I hereby declare that I have completed this thesis independently and without the use of any sources other than those cited. All passages taken verbatim or paraphrased from published or other sources are clearly marked as such. I consent to the thesis being checked using plagiarism detection software.

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Location, Date

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Signature

## Template for Statement on the Use of ChatGPT

In this thesis, I have utilized ChatGPT or another AI in the following ways:

- Not at all
- For idea generation
- For structuring the outline
- To generate specific passages, accounting for ...% of the total text
- For developing software code
- For optimizing or restructuring software code
- For proofreading or text optimization
- Other, namely: ...

I confirm that I have fully disclosed all instances of AI usage. Any omissions or incorrect declarations will be considered an attempt at deception.

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Location, Date

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Signature