

# Guidelines for Academic Writing

## Table of Contents

- 1 PRELIMINARY REMARKS ..... 2
- 2 FORMAL STRUCTURE ..... 2
- 3 FORMAL GUIDELINES / GUIDING PRINCIPLES / STANDARDS ..... 2
- 4 CITATION ..... 3
- 5 BIBLIOGRAPHY ..... 4
- 6 LABELS /CAPTIONS ..... 5
- APPENDIX A: TEMPLATE TITLE PAGE ..... 7

# Guidelines for writing academic papers

## 1 Preliminary remarks

This guideline presents the basic standards for writing academic papers (term papers, exposés, reports, bachelor and master theses, assignments) in /at the chair of Business Administration, in particular Innovation Management.

Please make sure to follow the formatting requirements given to you by this guideline while writing your academic paper. In this guideline the text is drawn up in MS Word by means of a style sheet which is hereby at your disposal. In order to comply with all the requirements, you merely have to paste your text into this template and delete the existing text. You are allowed use any alternative word processing program; on condition, you follow the formatting requirements set out in this guideline.

## 2 Formal structure

Regarding the general structure of your paper please align with the following structure:

- Title page (see annex/appendix A for a template)
- Tables / Lists (with page numbers)
  - Table of Contents
  - List of used figures (with page numbers)
  - List of used tables/charts (with page numbers)
  - List of used abbreviations
- Abstract
- Content
- Bibliography / Reference directory
- Appendix

## 3 Formal Guidelines / guiding principles / standards

This guideline is preformatted in accordance with the requirements of academic writing. The distances of 2.5 cm should be selected for the headers and footers. The spacing amounts to 2.5 cm on the left and 4cm on the right. Please ensure to maintain the correct formatting.

All text paragraphs should be written in font **Calibri (font size 11)**, **Times New Roman (font size 12)** or **Arial (font size 12)** and **full justification** (Blocksatz). The space between the lines

## Guidelines for writing academic papers

is defined with **multiple (1.5)**, the space between the individual paragraphs with **6 pt**. **Footnotes** (if they are used) must be **indexed using a superscript**.

Please ensure that you do not use any **sub-headings less than level 3**. All **headings on the 1st level** must have a **font size of 14 pts** and be formatted in **bold**, all headings on the **2nd level** have a **font size of 12** and are also formatted in **bold**. All headings on the **3rd level** are formatted in **italics**. Please also make sure that you have activated the **automatic hyphenation** and **automatic generation of page numbers (after the table of contents)**. Please adhere to the general structure logic. There must be at least two chapters in each structure level. I.e. Chapter 1.1. cannot be done without chapter 1.2. exist.

Wordcount: includes all words from the introduction (or if at hand, the executive summary) to the conclusion. The word count excludes the title page, list of contents, list of abbreviations, list of figures, list of tables, references list, and Appendix.

## 4 Citation

Essentially, arguments and information that are not based on one's own research must be supported with references. Direct, verbatim information is indicated in the text by quotation marks and by specifying the author's surname, the year of publication and the page number of the direct quotation (e.g. Müller, 2018, p. 23). Direct quotations should be used very sparingly. Indirect citations are identified in the text by stating the author's last name and year of publication directly after the corresponding reference (e.g. Müller, 2018). The same applies to special cases such as quoting from your own surveys such as interviews.

“Our results must not lead to exceeding optimism concerning Weblog technology. Therefore, we should consider two central limitations of this study. First, the Weblog technology was at the time of our study and still is a fashionable technology. Second, the actors of the research are technophile persons with a high level of interest in technology, as well as software development.” (Kaiser et al., 2007, S.401).

A quote from an article - formatted with the "Paragraph quote" template (space after paragraph 6pt, indentation left and right one cm each, justified, line spacing 1.5, Calibri 10pt). If the quote is shorter than one line, it is not formatted separately, but integrated into the text. As an example: Formal structures are necessary but not sufficient conditions with which framework concessions "can be created for successful innovations" (Müller, 2014, p.197). The source is given directly in the running text after the text passage cited directly or

## Guidelines for writing academic papers

indirectly (see examples above). Footnotes are therefore deliberately not used for references. Footnotes for general information are only permitted in exceptional cases. It is important to specify the page number or range if a specific statement is referred to, for clarity; e.g. (Müller, 2006, p.6). This information follows the APA citation style. Optional Harvard citation style or other citation styles may also be selected. The focus should be on consistent citation. These brief details are completed by additional information such as the title or journal in the bibliography at the end of the thesis. If two authors are listed, they are separated with an "&", e.g. (Kaiser & Müller-Seitz, 2005, p.110). From a number of three authors or more, an "et al." must be added after the first author, e.g. (Reger et al., 2007, p.52). Please note that all authors must be listed in the bibliography. If there are several sources in the text, they must be with ";", e.g. (Müller et al., 2005, p.8; Schulze et al., 2022, p.4).

## 5 Bibliography

A bibliography is included at the end of each work, featuring all sources cited in the text listed in alphabetical order. Each source reference in the main text must be clearly (!) Assignable to the full reference in the bibliography. Any sources beyond this are not permitted and will be penalized with a deduction of points. If a source has more than one place of publication, enter a place and add "et al" (and others) to the information. Please note the following basic rule when specifying the sources: It is crucial for the reader to understand which sources are being referenced. Whenever possible, always use the latest edition of a book. There are special features when citing from Internet sources: Enter the name of the author here (if available). Otherwise, quote "o.V." (i.e. without stating the author/ author not named). If the year is unknown, quote "n / a" (i.e. without giving the year). It is also necessary to enter the full URL (Uniform Resource Locator) and the date of access. Furthermore, please save all electronic sources used on a physical data carrier and hand them in with your seminar, bachelor, or master thesis at our chair.

The following /Hereinafter are typical examples of references:

Monographs: Meffert, H. & Bruhn, M. (2009) Service Marketing: Basics - Concepts - Methods. 6th edition Wiesbaden, Gabler Verlag.

## Guidelines for writing academic papers

Articles in anthologies: Picot, A. & Neuburger, R. (2006) Internet-Ökonomie. In: Alt-meppen, K. & Karmasin, M. (Ed.) Media and Economics. Wiesbaden, VS Verlag für Sozialwissenschaften, 121-144.

Articles in specialist journals: Beißwenger, A. & Frank, G.P. (2008) Corporate TV - Excellence in Emotion. Marketing Review St. Gallen, 4 (5), 26-30.

Conference contributions: Hoegg, R., Meckel, M., Stanoevska-Slabeva, K. & Martignoni, R. (2006) Overview of business models for Web 2.0 communities [Internet]. At: <<http://c-mobile.ptinovacao.pt/files/GeNeMe2006.pdf>> [Accessed July 14, 2009].

Documents: OECD (2003) Media Mergers [Internet]. At: <<http://www.oecd.org/dataoecd/15/3/17372985.pdf>> [Accessed January 28, 2009]

English: Dugdale, S., Holeton, R., Finkelstein, A., Johnston, J. & Smith, R. (2018) 7 Things you should know about emerging classroom technologies, Educause, viewed 29 June 2018, <<https://library.educause.edu/resources/2018/4/7-things-you-should-know-about-emerging-classroom-technologies>>.

Internet Homepages: Siebenhaar, H. (2008) The mobile media world and the overestimated market for mobile phone games [Internet]. At: <<http://blog.handelsblatt.de/mediawatcher/eintrag.php?id=149>> [accessed on March 29, 2009].

Article or article in a newspaper: Ahrens, P. (2009) Medien- und Verlagbranche. Hochschulanzeiger, No. 100, pp. 30-31.

Legal text: Does not have to be stated separately in the bibliography.

Power Point: No citation of lecture slides or Power Point presentations.

## 6 Labels /Captions

Figures are shown in the text with a surrounding frame. Figures and tables are to be listed in a separate list of figures and tables. They are to be inserted centred and should be of a size appropriate to the content; the entire width of the page (according to the text margins) can be used. Decorative grids, shading or 3-D effects should be avoided. The font in the figure and in tables should not be smaller than 8 points. Always ensure that the representation is easy to read. The tables used should correspond to Table 3-1 with regard to borders, dividing lines and designations. The source (in the form of author (year), p. Page number; e.g. Reger

## Guidelines for writing academic papers

et al. (2007), p.94) and the image number with the title of the image should appear under the image. All tables and figures require a title. The figure number is made up of two digits: (1) from the chapter number of the first structure level and (2) from a consecutive number for each chapter. The table name is formatted in Calibri, font size 11, in italics.

GLOBALKRITERIEN: Werte für konsistente Lösungen		
Absoluter Fit	GFI	> 0,90
	RMR	< 0,10
	RMSEA	< 0,08
Inkrementeller Fit	AGFI	> 0,90
	TLI	> 0,90
Sparsamkeit Fit	$\chi^2/df$	< 3,00
	PGFI	0,00-1,00
DETAILKRITERIEN: Werte für konsistente Lösungen		
Indikatorreliabilität		> 0,30
Konstruktrelabilität		> 0,50
Korrelation zwischen Konstrukten		< 0,60

Tab. 6-1: Einzelkriterien zur empirischen Beurteilung der Schätzmodelle (Quelle: Dautzenberg (2005), S.96)

# Guidelines for writing academic papers

## Appendix A: Template Title page

**Title**

*First Name, Last Name*

*Student ID*

*Module name*

*Semester*

Supervisor: [please specify]

Wordcount: [please specify\*] From introduction (abstract) to bibliography

Chair for Business Administration, in particular Innovation Management

Prof. Dr. Julia Brennecke

Faculty of Economics and Social Sciences

University of Potsdam

Date, Location