

Title of the Thesis in English

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Seminar / Bachelor / Master Thesis

of

Your Name

Date of Submission

Matriculation number

At the Department of Economics and Management

Institute of Information Systems and Marketing (IISM)

Information Systems & Service Design

Reviewer: Prof. Dr. Alexander Mädche

Supervisor: Name of Your Supervisor

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# Introduction

This section primarily introduces to the topic of your work. The research problem should be derived from real world situations and research outcomes to show the awareness of this issue. In this exemplary document, the citation style for your thesis will be explained.

The Institute of Information Systems and Marketing (IISM) postulates the 6th version of the citation style of the American Psychological Association. In order to give you an insight how to cite appropriately in your thesis, the following lines serve as an orientation guideline of the citation system. Adhering to the subsequent citation rules is vital to craft a successful and adequate paper. For clarification purposes several examples referring journal articles, conference papers, dissertations etcetera are shown in the further procedure.

## Indirect Citations at the end of a sentence

If you write a statement or argument in your paper which is based on the idea or result from another author, you will have to state the author at the end of the sentence. The style of a reference to other scientific work is often not dependent on the type of publication, but rather determined by the number of authors.

#### One author

The option to defer market entry and to wait until market uncertainty has been resolved can be valuable but risky (Fichman, 2004).

#### Two authors

Alignment bundles IT with other resources in a way that promotes consideration of how existing resources can be stretched to enhance current performance or how they can be used in new ways to prepare for change or to react to change (Soh & Markus, 1995).

#### More than two authors

Agility can improve performance by expanding a firm’s repertoire of competitive actions and the nature of its feasible responses to environmental change (Lewis, Agarwal, & Sambamurthy, 2003).

Note: If you use the above resource multiple times in your thesis, make sure that the first reference contains every author’s name. Any following references should be shown in a shortened version naming the first author followed by “et al.”, an example could be: Agility can improve performance by expanding a firm’s repertoire of competitive actions and the nature of its feasible responses to environmental change (Lewis et al., 2003).

## (Indirect) Inline citation style

If you highlight a result or an idea of some other authors, you can also use inline citations. Make sure that the reference is positioned close to the actual idea of the author(s).

#### One author

Tallon (2008) reports also that the primary locus of alignment within the firm (the process where alignment is highest) varies based on differences in strategic foci and so alignment is rarely the same in any two firms.

#### Two authors

Based on the results of our pilot study and comments from a panel of three IS academics, we adapted 12 of the 20 survey items used by Byrd and Turner (2000) to assess IT infrastructure flexibility: four items per construct.

#### More than two authors

As noted by Chin et al. (1996), moderation can then be modeled using a main and interaction effect; the main effect linking IT flexibility to agility need not be interpreted directly.

## Direct Citations

In addition, for direct citations for which you cite a complete thought you have to indicate this by using quotation marks. For those cases you also have to specify page numbers. These rules must be applied, no matter what you cite (e.g. journals, conferences, books, and websites). The style for direct citations is demonstrated by the following examples:

#### Direct citation of entire sentences

"The recipe comprises necessary conditions and probabilistic processes in the following sequence: organizations spend on IT and, subject to the varying degrees of effectiveness during the IT management process, obtain IT assets. […] Favorable IT impacts, if not adversely affected during the competitive process, lead to improved organizational performance." (Soh & Markus 1995, p. 39).

Note: With “[…]” you highlight that you left out information originally contained in the citation but less relevant for your thesis. The meaning must not be changed by using this technique.

#### Direct citation of single information in a sentence

The improvement of organizational performance can be achieved by creating “favorable IT impacts” (Soh & Markus 1995, p. 39).

## Objectives of Thesis

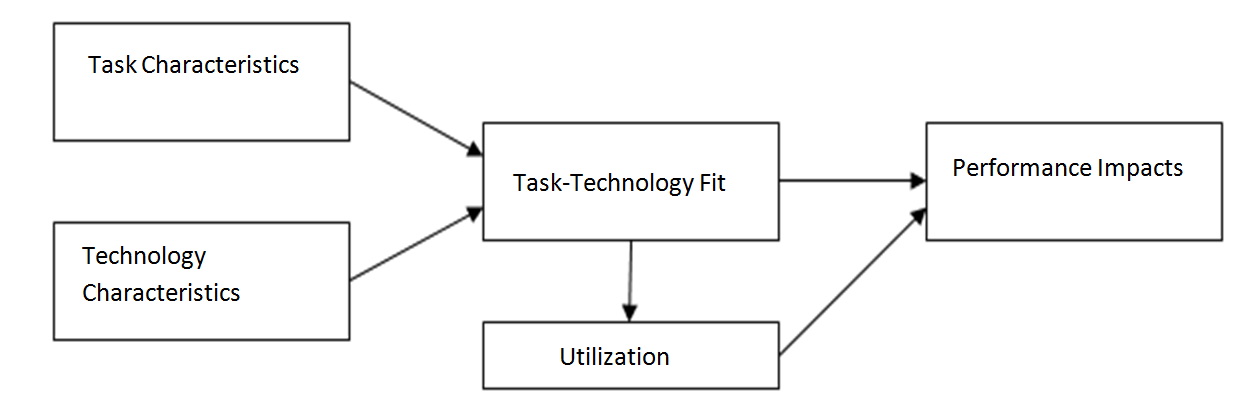
In order to create a common understanding of the research project described in your thesis, it is important to highlight the objectives of this thesis. The formulation of research questions is helpful to conclude the objectives in a concrete manner.

## Structure of the Thesis

The explanation of the structure of your thesis helps a reader to follow your concept and offers a rough overview of the chapters of your thesis.

# Theoretical Foundation

If your work is based on other scientific theories and models, it is important to outline their structure and results. Use illustrations of models and theories as demonstrated below in Figure 1.

Figure : Model of the Task-Technology Fit[[1]](#footnote-1)

Besides figures, one of the most powerful ways to present information in a coherent way, is to create tables as shown in Table 1.

|  |  |  |
| --- | --- | --- |
| left-aligned | centered | right-aligned |
| 1 | 3 | 3,4 |

Table : A Table

Multiple ways of presenting information can be chosen, e.g.

* figures,
* tables,
* ordered lists,
* and enumerations like this one.

# Related Work

This chapter summarizes the results of other research projects related to your thesis in form of literature review and highlights the state-of-the-art of technologies important for your thesis. In some cases, an historical overview of the evaluation might also be valuable.

# Methods

Although this chapter directly starts with a section, there should be short introduction into the chapter before the section will be presented. Make sure that a headline is always followed by text before another headlines will be inserted.

Note: Even though there is more space left on the previous page, every main chapter of your thesis should start on a new page. Insert page breaks before the headlines of every chapter to ensure this condition. Try to write in a compact manner and make sure that the last page of a chapter is not mainly blank.

## A Sub-Chapter

This is an example of a sub-chapter, often called section.

### A 3rd Order Chapter

It is also possible to create 3rd order chapters, often called sub-sections. Further segmentations should not be used in your thesis in order to reduce the complexity.

### Another 3rd Order Chapter

Note that sub-chapters (sections) and 3rd order chapters (sub-sections) do not require to insert a page break as explained at the introduction of this chapter.

#### An Inline Headline

Inline headlines are not designed to be dedicated sections but they can help to structure longer paragraphs and quickly describe the most important points of the following few sentences.

## A second Sub-Chapter

# Results

It is of major importance to present the results of your research in detail. Therefore, this chapter should be the main part of your thesis.

# Discussion

Your findings cannot be simply presented, they also need to be discussed. Hereby, name the limitations of your work, but also highlight the contributions of your work to the related research domain.

# Conclusion

In this chapter you summarize your thesis in a coherent way and highlight the most important parts.

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Please use APA 6th edition as citation style for your thesis or seminar paper.

General information:

<http://www.apastyle.org/>

Appendix

Appendices contain any further information, which is noteworthy but not necessarily needed to describe in the main part of your thesis. Often complex tables and figures created during your research project will be presented in an Appendix.

**Affidavit**

I hereby declare that I have developed and written the enclosed seminar / bachelor / master thesis entirely on my own and have not used outside sources without declaration in the text. Any concepts or quotations applicable to these sources are clearly attributed to them. This seminar / bachelor / master thesis has not been submitted in the same or substantially similar version, not even in part, to any other authority for grading and has not been published elsewhere. I am aware of the fact that a misstatement may have serious legal consequences.

Karlsruhe, July 2, 2019

Max Mustermann

**Prototype Video Publication Agreement (if applies)**

I hereby agree that the prototype video submitted by me may be published on the Internet.

Karlsruhe, July 2, 2019

Max Mustermann

1. Source: Based on (Goodhue & Tompson ,1995, p. 220)

   *Note: Footnotes should be used rarely. They mainly emphasize further information or express the respect of a certain copyright.* [↑](#footnote-ref-1)