



Workshop “Academic Writing”

School of Business and Economics, University of Tübingen

© Prof. Dr. Dominik Papies

Agenda

- Introduction
- Literature Search
- Summarizing the Literature
- Academic Requirements
- Technical Aspects

Characteristics of research projects

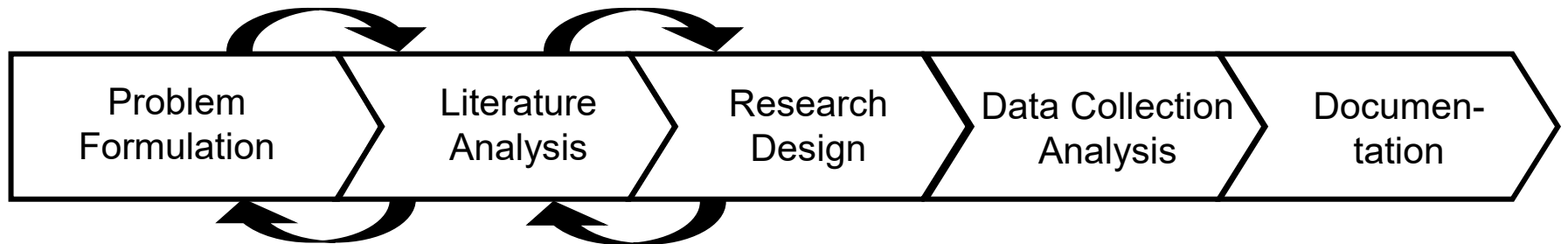
Content

- Definition of a relevant issue or problem
- Analysis of the problem following academic and scientific standards
 - Investigation of the state of knowledge (literature review)
 - Application of appropriate empirical methods
 - Analysis free from value judgements and documentation of results
 - Transparency regarding working assumptions

Aims

- Acquire and distribute knowledge
- Contribute to the literature
- Publication of results (seminar thesis, bachelor thesis, master thesis, journal article, book, etc.)

Stylized research process



Key tasks

- | | | | | |
|---|--|--|---|--|
| <ul style="list-style-type: none"> • Identify knowledge gaps • Assess the relevance of gaps • Limit issues to be answered (approx. 2-4) • Derive working hypotheses | <ul style="list-style-type: none"> • Identify relevant research fields • Synthesize the state of knowledge • Collect arguments for the theoretical foundation of hypotheses | <ul style="list-style-type: none"> • Select empirical methods with greatest potential for effective hypothesis testing • Derive necessary data requirements • Compare existing data base / acquisition effort | <ul style="list-style-type: none"> • Planning & execution of data collection • Analyze data • Use state-of-the-art methods | <ul style="list-style-type: none"> • Describe project goals • Embed in existing literature • Summarize the results obtained • Highlight the implications |
|---|--|--|---|--|

Final products

- | | | | | |
|--|--|---|---|--|
| <ul style="list-style-type: none"> • Research Questions | <ul style="list-style-type: none"> • Documentation State of Knowledge • Argumentation for Hypotheses | <ul style="list-style-type: none"> • Investigation Plan & Method | <ul style="list-style-type: none"> • Result Overview | <ul style="list-style-type: none"> • Final Report |
|--|--|---|---|--|

Agenda

- Introduction
- Literature Research
- Summarizing the Literature
- Academic Requirements
- Technical Approach

Strategies for literature search

- Basic- / Compulsory literature
- Own existing knowledge about sources
- Sources in other relevant publications (cross-references)
- Keyword search in library databases (EBSCO, JSTOR, ABI/INFORM, WISO I und II)
- Keyword search and search in libraries
- Third party assistance (e.g., Chair, Fellow Students)
- Focus on (internationally) renowned journals

Journals are subject to a strict quality control

- As a rule, articles published in a scientific journal pass a strict peer review process
- Review process is typically “double-blind”
 - The referees do not know the authors.
 - The authors do not know the referees.
- Review process can comprise several rounds, thus leading to a significant quality improvement
- Books do not underlie this quality control

Despite varying quality levels, all literature formats serve their own purpose

- Textbooks and monographs give a summarized overview of a subject
- Survey articles in journals are additionally quality-controlled
 - Review articles concerning scientific literature
 - Meta-analyses of empirical works
- Working papers can be cited, but need to be assessed critically
- Lecture notes or scripts cannot be cited

Excellent literature research is the key to a successful scientific paper

Benefits

- Identification of relevant fields of knowledge and research gaps
- Support in formulating one's research problem
- Positioning of the own paper
- Ensuring that own research is well connected
- Support in selecting appropriate empirical methods
- Inform theory development and hypotheses

Challenge

- Efficient summary of current knowledge
- Optimal degree of complexity reduction

Criteria for assessing the relevance of an article

- Thematic relevance
 - Search terms
 - Title and later abstract
- Bibliometric information
 - Number of citations (width)
 - Number of citations (quality – the older, the higher)
- Reputation of the journal
 - Journal Impact Factor / Ranking of the journal
 - Expertise in the field of study
- Authors
 - Origin (institution, field of work)
 - Expertise in the field of work
- Topicality (publication date)

Get me off Your Fucking Mailing List

David Mazières and Eddie Kohler

New York University

University of California, Los Angeles

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

Abstract

Get me off your fucking mailing list. Get me off
your fucking mailing list. Get me off your fuck-
ing mailing list. Get me off your fucking mail-

your fucking mailing list. Get me off your fuck-
ing mailing list. Get me off your fucking mail-
ing list. Get me off your fucking mailing list.
Get me off your fucking mailing list. Get me off
your fucking mailing list. Get me off your fuck-

The “peer-review”

International Journal of Advanced Computer Technology (Online)



<http://www.ijact.org>
Email: editor@ijact.org, submit_ijact@yahoo.in

REVIEW FORM

Paper ID	IJ0350030
Paper Title	Get me off Your Fucking Mailing List

NOTE: 1. Excellent 2. Very Good 3. Good 4. Fair 5. Very Poor

1. Appropriateness to
publish in IJACT

Option:	Excellent
---------	-----------

2. Accuracy

Option:	Excellent
---------	-----------

3. Innovation

Option:	Very Good
---------	-----------

4. Relevance

Option:	Very Good
---------	-----------

5. Presentation

Option:	Good
---------	------

6. Quality of writing

Option:	Very Good
---------	-----------

7. Application of paper as introductory study material for revolutionary
new concepts

Option:	Very Good
---------	-----------

8. Overall Recommendation (Mark the right option):

Strongly Accepted	
Accepted	✓
Accepted with minor changes	
Marginally Accepted	
Rejected	

Despite peer review: Check the quality of a journal!

- Is it listed in EBSCO/Web of Science
- Is it listed in Jstor?
- Are papers from this journal recommended to you by the Marketing department?
- Does it have an (reasonable) impact factor?
- Is the journal listed in Jourqual (<https://vhbonline.org/vhb4you/vhb-jourqual/vhb-jourqual-3/gesamtliste>)?



- If many of the questions above are answered with “no” for a given journal, you should be careful
- ~~Check for a predatory journal / publisher at <http://scholarlyoa.com/>~~
- Anonymous relaunch: <https://beallslist.weebly.com/>


Bad journals are pervasive (1)


A look into my e-mail inbox


★	ACIEK Academy	ACIEK 2024 Paris hybrid Conference with affiliated SSCI journals	7/13/2023, 8:19 AM
★	Patricia Kerep	Taking research to the next level - IntechOpen Business, Management and Economics Book Seri...	7/10/2023, 5:50 PM
★	Andrew.Yen@vision-science.com <Andrew.Ye...	Invitation For Academic Cooperation	7/10/2023, 10:33 AM
★	infectiousdiseases	Infectious Diseases Research	7/10/2023, 8:22 AM
★	icnmc	11th International Conference on New Music Concepts (ICNMC 2024)	7/6/2023, 5:16 PM
★	International Journal of Finance, Economics an...	Request For IFET Submission	7/6/2023, 7:20 AM
★	SWS Conferences on Social Sciences and on Art...	The Abstract Deadline is approaching. Xth SWS ISCSS & ISCAH Conferences, scope Social Scien...	7/5/2023, 6:41 PM
★	BOHR Publishers	Invitation mail - BOHR International Journal of Social Science and Humanities Research (BIJSSHR)	6/28/2023, 3:46 PM
★	mmbd2023@mail.cmseconf.org	Are sponsors blamed for edging off? Consumer reactions to sponsorship terminations	6/28/2023, 11:05 AM
★	BOHR Publishers	Call for paper for Advances in Management Research submission	6/28/2023, 8:03 AM
★	Aloisi Phua	Paper Invitation: [Human Resources Management and Services] Section Collection "Digital Busi...	6/24/2023, 9:09 PM
★	IJERD Editor	IJERD :: Call For Paper :: Volume 08 - Issue 06 (Jun 2023)	6/24/2023, 1:23 PM
★	ARJ Humanities and Social Sciences	Invitation - Social Sciences	6/23/2023, 5:38 PM
★	David Sharp	Invitation for book proposals (World Scientific)	6/23/2023, 12:18 PM
★	EJSS	Call for Papers - Eurasian Journal of Social Sciences!	6/22/2023, 2:39 PM
★	Anna Rothman	Mrs. Dominik Papies, the foundation of your published book: "dominik.papies@uni-tuebingen....	6/16/2023, 3:17 AM
★	Journal of Economic Analysis	[Journal of Economic Analysis] Sincerely invite you to publish a high-quality paper, APC waived	6/7/2023, 12:22 PM
★	JIE	[Journal of Information Economics] Call for Papers, No APC, 200 US dollars Remuneration Per P...	6/4/2023, 3:25 PM
★	SABEM Conference	Supranational Approach to Business, Economics and Management Conference	5/31/2023, 12:28 PM
★	Harold Revels	Invitation from MBR journal	5/30/2023, 9:36 AM
★	American Journal of Humanities and Social Scie...	AJHSS- Articles for Volume 35- Deadline- June 20, 2023	5/29/2023, 3:34 AM
★	EJSS	Call for Submissions: Eurasian Journal of Social Sciences	5/26/2023, 3:41 PM
★	business2023@eurasiacferences.net	Join Us as a Distinguished Keynote Speaker at WCBMFEM-Bangkok-2023!	5/26/2023, 7:59 AM
★	LEBIS Conference	Law, Economics, Business and Innovation Studies Conference	5/25/2023, 2:50 PM
★	Theoretical Economics Letters	Dominik Papies - Themed Issue on Microeconomic Theory	5/24/2023, 2:27 PM
★	Data Science in Finance and Economics	No APC--Paper Invitation on the topic of XXBayesian Methods in Economics and FinanceXX for...	5/23/2023, 11:36 AM
★	LEBIS Conference	Call for Business, Management and Economic Studies	5/22/2023, 7:46 AM
★	Adv. Pain Med 2023	Hi Dr. Papies Dominik--You forgot to check out this event!	5/20/2023, 6:00 AM
★	Dr Nicholas Pappas	ATINER's 2024 "Humanities & Arts in a Global World" Conference in Athens, Greece	5/19/2023, 6:50 PM
★	Ana Cink	Dr. Papies - Competitiveness in the New Era - Join as an author	5/19/2023, 1:38 PM
★	journal ijie	Call For Paper	5/18/2023, 8:50 AM
★	Science & Education Network	Present, Publish, Participate - August 2023, Bulgaria	5/14/2023, 5:28 PM
★	Ana Cink	Dr. Papies - Contribute to - Competitiveness in the New Era	5/12/2023, 11:03 AM

Bad journals are pervasive (2)


A look into my e-mail inbox


From Journal of Economic Analysis <jea@anser.ltd> 


To Me 


Reply to jea@anser.press 


Subject [Journal of Economic Analysis] Sincerely invite you to publish a high-quality paper, APC waived


Reply 


Forward 

Archive 

Junk 

Delete 

More 



6/7/2023, 12:22 PM

Dear Professor,

The *Journal of Economic Analysis* (ISSN: 2811-0943), established in 2022, has already published five issues, showcasing high-quality research in the field of economics. Our mission is to promote knowledge sharing and collaboration among economists worldwide. Since *Journal of Economic Analysis* (JEA) published a series of papers, the influence of the journal has gradually increased. Currently, JEA has received over 150 citations from Web of Science, and the papers published in the journal have received widespread attention. Meanwhile, JEA has also been indexed in relevant databases, such as *Google Scholar*, *ORCID*, *J-Gate*, *Repec*, *Ideas*. To learn more about our journal, please visit our website: <https://anser.press/index.php/JEA>. JEA is committed to continuing to publish strong papers in all areas of economics, include but is not limited to the following categories:

1. Financial Analysis
2. Population, Resources and Environment Analysis
3. Business and Management Analysis
4. Quantitative Economic Analysis
5. Development Economic Analysis
6. International Trade Analysis
7. Agricultural Economic Analysis
8. Regional Economic Analysis
9. Other Economic Analysis

Editors aim to provide an efficient and high-quality review process to authors. Where articles are sent out for full review, authors receive careful reports and feedback. Currently, we have a professional journal team managing the JEA, including manuscript submissions and citations. The journal staff will promote your article to the scholars worldwide. The editorial office is very confident that JEA will be indexed by SCI/SSCI in the next three to five years. The journal is a Gold Open Access journal, online readers don't have to pay any fee. All **Article Processing Charges (APCs)** are waived until the end of 2024. For each accepted paper in JEA, the author will receive a **remuneration of 200 US dollars**, which will be paid by *Anser Press* (through *Paypal* or *Alipay*).

Other key information of JEA is as follows:

Journal Home: <https://anser.press/index.php/JEA>

Submissions: <https://anser.press/index.php/JEA/about/submissions>

Editorial Team: <https://anser.press/index.php/JEA/about/editorialTeam>

Vol. 1 No. 1 (2022) of JEA: <https://anser.press/index.php/JEA/issue/view/12>

Vol. 1 No. 2 (2022) of JEA: <https://anser.press/index.php/JEA/issue/view/6>

Vol. 2 No. 1 (2023) of JEA: <https://anser.press/index.php/JEA/issue/view/15>

Vol. 2 No. 2 (2023) of JEA: <https://anser.press/index.php/JEA/issue/view/25>

Vol. 2 No. 3 (2023) of JEA: <https://anser.press/index.php/JEA/issue/view/27>

Contact Email: jea@anser.press


Time to first decision: 2.4 Weeks

Submission to publication: 4 Weeks

Indexed by: *Crossref*, *Doi*, *Google Scholar*, *ISSN*, *ORCID*, *J-Gate*, *Repec*, *Ideas*

Bad journals are pervasive (3)

A look into my e-mail inbox

From infectiousdiseases <infectiousdiseases@iddt.online> 


Reply


Forward


Archive

Junk

Delete

More 



To Me 

7/10/2023, 8:22 AM

Subject Infectious Diseases Research

Dear Dr. Dominik Papies,

Greetings from IDDT.

I hope this message finds you in good health and high spirits. I am reaching out to inquire about your interest in submitting a manuscript to our journal, **Infectious Diseases Diagnosis & Treatment (ISSN: 2577-1515)**.

As an esteemed expert in your field, we believe that your work would make a valuable contribution to our journal, and we would be honored to feature your research, review, case report, mini review, short communication, or any other type of manuscript.

Our review process runs quickly, and your manuscript will be published within 15 days from the date of submission. All submissions would go through a rapid double-blind peer review procedure. Please submit your manuscript as an attachment to this email for timely publication.

Journal Homepage: [Infectious Diseases Diagnosis & Treatment \(ISSN: 2577-1515\)](#)

We would greatly appreciate it if you could take a moment to let us know if you are considering submitting any of your work to our journal.

Thank you for considering our journal as a potential publication venue for your work. We look forward to hearing from you soon.

Best Regards,
James Parker
Editorial Coordinator
Infectious Diseases Diagnosis & Treatment (ISSN: 2577-1515)

- Make sure to stay away from these journals
 - Do not use them, do not cite them

There is a large number of highly relevant specialized journals

- Journal of Marketing
- Journal of Marketing Research
- Journal of Consumer Research
- Marketing Science
- Management Science
- Journal of the Academy of Marketing Science
- International Journal of Research in Marketing
- Journal of Retailing
- Journal of International Marketing
- Marketing Letters
- Journal of Service Research
- ...

EBSCO is the first point for international journals

- You must be on campus or use a University IP address (VPN)
- <http://search.epnet.com/>
- Partial Database: Business Source Premier (Elite)
- Academic and Management Journals

UNIVERSITAET TUEBINGEN



EBSCOhost Web

☐ **Business Source Premier**

*Business Source Premier is the industry's most
back to 1998. Business Source Premier is sup*

[Title List](#) [More Information](#)

Result list in EBSCO

Key words



Searching: **Business Source Premier** | [Choose Databases](#)

☐ Suggest Subject Terms

price elasticity

Select a Field (optional) ▾

Search

AND ▾

meta-analysis

Select a Field (optional) ▾

Clear ?

AND ▾

Select a Field (optional) ▾



[Basic Search](#) [Advanced Search](#) [Search History](#) ▸

Refine Results

Current Search ▾

Find all my search terms:

price elasticity AND meta-analysis

Expanders

Apply equivalent subjects

Limit To ▾

- ☐ Full Text
- ☐ References Available
- ☐ Scholarly (Peer Reviewed) Journals

1988 Publication Date 2020

[Show More](#)

Search Results: 1 - 10 of 82

pdf directly available

1. Cross-price elasticities and their determinants: a meta-analysis and new empirical generalizations.



Academic Journal

By: Auer, Johannes; Papies, Dominik. Journal of the Academy of Marketing Science. May2020, Vol. 48 Issue 3, p584-605. 22p. DOI: 10.1007/s11747-019-00642-0.

Subjects: ELASTICITY (Economics); ECONOMIC competition; PRICING; BRAND name products; GENERALIZATION; META-analysis

Cited References: (52)



PDF Full Text (745KB)

Bestandsabfrage →

Times cited in OpenCitations: ↶ 2

2. The price elasticity of parking: A meta-analysis.



Academic Journal

By: Lehner, Stephan; Peer, Stefanie. Transportation Research Part A: Policy & Practice. Mar2019, Vol. 121, p177-191. 15p. DOI: 10.1016/j.tra.2019.01.014.

Subjects: ELASTICITY (Economics); PARKING facilities; Regulation and Administration of Transportation Programs; Parking Lots and Garages; META-analysis; T

Times Cited in this Database: (1)

Bestandsabfrage →

Times cited in OpenCitations: ↶ 1

pdf not directly available

3. The Price Elasticity of Selective Demand: A Meta-Analysis of Economic Models of Sales.

Many journal are licensed through other channels

Universität Tübingen – Bestandsabfrage

Services

Preferences

Fetch data: CrossRef ... ok
Fetch data: Unpaywall ... ok
Check holdings: Electronic Journals Library (EZB) ... ok
Check holdings: Katalog *plus* ... ok

Title: A Meta-Analysis of National Brand and Store Brand Cross-Promotional Price Elasticities.
Author: Sethuraman, Raj
Source: Marketing Letters, 6(4):275-286, 1995
ISSN: 0923-0645, 1573-059X (electronic)
DOI: 10.1007/BF00996191 »

Electronic Full Text

Der gesuchte Aufsatz ist über ein Online-Abonnement Ihrer Bibliothek **freigeschaltet** i.

☐ ☒ ☐ To the full text (via SpringerLink) »

Some journals / years are not electronically available

Universität Tübingen – Bestandsabfrage

Services	Preferences
----------	-------------

Fetch data: CrossRef ... ok
Fetch data: Unpaywall ... ok
Check holdings: Electronic Journals Library (EZB) ... ok
Check holdings: Katalog *plus* ... ok

Title: The price elasticity of parking: A meta-analysis.
Author: Lehner, Stephan
Source: Transportation Research Part A: Policy and Practice, 121:177-191, 2019
ISSN: 0965-8564
DOI: 10.1016/j.tra.2019.01.014 [»](#)


Electronic Full Text

In der Elektronischen Zeitschriftenbibliothek (EZB) ist kein Online-Abonnement für Ihre Bibliothek nachgewiesen [i](#).
Der elektronische Volltext des gesuchten Aufsatzes ist **nicht zugänglich** ○○●, eventuell aber der Abstract [»](#).

Further Databases (examples)

- **Web of Science**
 - High topicality
 - Only academic literature
 - Special tool: Cross Citations
 - Social Science Citation Index (SSCI)
- **Jstor**
 - Limited topicality
 - Approx. 50 academic journals
 - All articles are available as PDF files
- **Google Scholar** (<http://scholar.google.com>)
 - also Working Paper or Conference Proceedings

Google scholar casts a much wider net



Ungefähr 68.900 Ergebnisse (0,09 Sek.)

The price elasticity of selective demand: A meta-analysis of econometric models of sales

[GJ Tellis](#) - Journal of marketing research, 1988 - journals.sagepub.com

The author describes a **meta-analysis** of econometric studies that estimated the **elasticity** of selective sales or market share to **price**. The literature review yielded 367 suitable **price elasticities** from about 220 different brands/markets. The results indicate that the **price** ...

☆ 99 Zitiert von: 747 Ähnliche Artikel Alle 6 Versionen Web of Science: 284 🔗

A meta-analysis of the price elasticity of gasoline demand. A SUR approach

[M Brons](#), [P Nijkamp](#), [E Pels](#), [P Rietveld](#) - Energy Economics, 2008 - Elsevier

Automobile gasoline demand can be expressed as a multiplicative function of fuel efficiency, mileage per car and car ownership. This implies a linear relationship between the **price elasticity** of total fuel demand and the **price elasticities** of fuel efficiency, mileage per car and ...

☆ 99 Zitiert von: 392 Ähnliche Artikel Alle 11 Versionen Web of Science: 163 🔗

Price elasticity of residential demand for water: a meta-analysis

[M Espey](#), [J Espey](#), [WD Shaw](#) - Water resources research, 1997 - Wiley Online Library

Meta-analysis is used to determine if there are factors that systematically affect **price elasticity** estimates in studies of residential water demand in the United States. An econometric model is estimated, using **price elasticity** estimates from previous studies as the ...

☆ 99 Zitiert von: 612 Ähnliche Artikel Alle 6 Versionen Web of Science: 239

A meta-analysis on the price elasticity of energy demand

[X Labandeira](#), [JM Labeaga](#), [X López-Otero](#) - Energy Policy, 2017 - Elsevier

Price elasticities of energy demand have become increasingly relevant in estimating the socio-economic and environmental effects of energy policies or other events that influence the **price** of energy goods. Since the 1970s, a large number of academic papers have ...

☆ 99 Zitiert von: 176 Ähnliche Artikel Alle 18 Versionen Web of Science: 70

The demand for alcohol: a meta-analysis of elasticities

[CA Gallet](#) - Australian Journal of Agricultural and Resource ..., 2007 - Wiley Online Library

... Also, the baseline model does not include tobacco and other alcohol **prices** in the specification of demand (which ... **elasticities** are typically positive (negative), this implies that a positive coefficient yields a more **elastic** (inelastic) income and advertising (**price**) **elasticity** ...

☆ 99 Zitiert von: 415 Ähnliche Artikel Alle 10 Versionen Web of Science: 181

[PDF] jstor.org
Full View

[PDF] wiley.com
Universität Tübingen

[PDF] eui.eu
Universität Tübingen

[PDF] wiley.com
Universität Tübingen

An article is a node in a network

Reference list



cites

MARKETING SCIENCE
Vol. 26, No. 2, March-April 2007, pp. 230-245
doi:10.1287/mksc.1040.0227
© 2007 INFORMS

informa
doi:10.1287/mksc.1040.0227
© 2007 INFORMS

The Impact of a Product-Harm Crisis on Marketing Effectiveness

Harald Van Heerde

Waikato Management School, University of Waikato, Private Bag 3105, Hamilton 3240, New Zealand,
hvanheerde@waikato.ac.nz

Kristiaan Helsen

Department of Marketing, Hong Kong University of Science and Technology, Clear Water Bay, Hong Kong,
mikhel@ust.hk

Marnik G. Dekimpe

Tilburg University, Waardenlaan 2 (PO Box 9015), 5000 LE Tilburg, The Netherlands,
m.g.dekimpe@tilburg.nl

Product-harm crises are among a firm's worst nightmares. A firm may experience (i) a loss in baseline sales, (ii) a reduced own effectiveness for its marketing instruments, (iii) an increased cross sensitivity to rival firms' marketing-mix activities, and (iv) a decreased cross impact of its marketing-mix instruments on the sales of competing, unaffected brands. We find that this quadruple jeopardy materialized in a case study of an Australian product-harm crisis faced by Kraft peanut butter. We arrive at this conclusion by using a time-varying error-correction model that quantifies the consequences of this crisis on base sales, and on own- and cross-brand short- and long-term effectiveness. The proposed modeling approach allows managers to make more informed decisions on how to regain the brands' pre-crisis performance levels.

Key words: brand management; product recalls; brand equity; marketing and public policy; error-correction models; time-varying parameters; time-series models; missing-data problems; Gibbs sampling methods
History: This paper was received July 29, 2005, and was with the authors 3 months for 3 revisions; processed by Bart Bronnenberg.

1. Introduction

Most market-oriented firms allocate huge resources to build their brands. A brand's equity, however, can be very fragile. Among its biggest threats are product-harm crises, which can be defined as well-publicized events wherein products are found to be defective or even dangerous (Dawar and Pillutla 2000).¹ Product-harm crises can distort long-standing favorable quality perceptions, tarnish a company's reputation, cause major revenue and market-share losses, lead to costly product recalls, and devastate a carefully nurtured brand equity. Usually, the crisis relates to a particular brand. In 2000, Bridgestone/Firestone recalled 6.5 million tires after news broke that more than 100 people had died in accidents involving defective tires (*Advertising Age* 2000). In 1999, Coca-Cola was forced to withdraw 30 million cans and bottles in northern Europe following a scare in Belgium (*Guardian* 1999). Other notorious cases include Intel's flawed Pentium chip, Johnson & Johnson's cyanide-laced Tylenol, and the benzene contamination of Perrier. Occasionally, the crisis involves an entire product category such as

¹Sometimes the crisis can be triggered by malicious rumors generated by consumers or competitors.

poultry (bird flu), silicon breast implants, and beef (mad-cow disease).

Because of the increasing complexity of products and closer scrutiny by manufacturers and policy makers as well as higher demands by consumers, product-harm crises are expected to occur ever more frequently (Dawar and Pillutla 2000), while heightened media attention will also make them more visible to the general public (Ahlert-Davies et al. 2000). As Kalin pointedly put it, "The good news about brands is that people know who you are. The bad news is that if something goes wrong, everyone knows" (Knowledge@Wharton 2005). However, in spite of the devastating impact of product-harm crises, little systematic research exists to assess its marketing consequences. Academic studies in the area have either experimentally investigated consumer reactions to hypothetical product crises (Ahlert-Davies et al. 2000, Dawar and Pillutla 2000) or used aggregate, event study-based financial measures (Davidson and Worrell 1992, Marcus et al. 1987). Very limited attention has been devoted to adequately quantify the impact of actual product crises on relevant marketing metrics such as sales or market share. This quantification might not only be relevant to the affected brands'



cite

Backward Citations


Forward Citations

Agenda

- Introduction
- Literature Research
- Summarizing the Literature
- Academic Requirements
- Technical Approach

Literature research generates a flood of information

- Literature research typically yields a enormous amount of articles which...
 - ...are more or less directly related to the research question
 - ...use different theoretical bases
 - ...choose different methodical approaches
 - ...are characterized by different content-related focus
- A mere sequential discussion (=enumeration) is insufficient
 - It lacks structure
 - It lacks comparison



Structure!
Compare!
Summarize!

Tables are an ideal instrument for structuring information.

Choice of criteria

- The table must display studies in a complete and comprehensible manner
- Level of detail has to be appropriate

Sorting

- Studies should be in a sensible order
- Chronological order is often not optimal

	Criterion 1	Criterion 2	...	Criterion n
Study 1				
Study 2				
...				
Study n				

- Table must be part of the main text
- **The main results from the table have to be discussed in the text**
- Including a literature table without discussing the key insights from the table is insufficient

Example for a literature overview (1)

TABLE 1
Empirical Cross-Country Studies Quantifying Moderators on Price and Ratings Sensitivity

Study	Price	Ratings	Panel Data	Data Interval	Systematic and Cultural Analysis	Economic and Structural Factors	Countries	Continents	Products	Categories
Bahadir, Bharadwaj, and Srivastava (2015)	Yes	No	Yes	Quarterly	No	Yes	14	4	4	Beverages
Bijmolt, Van Heerde, and Pieters (2005)	Yes	No	N.A. (meta-analysis)	N.A.	No	No	7	3	1,851 elasticities	Durables versus groceries
Chintagunta and Desiraju (2005)	Yes	No	Yes	Quarterly	No	No	5	2	3	Pharmaceuticals
Erdem, Zhao, and Valenzuela (2004)	Yes	No	Yes	Daily	No	No	3	2	32	Detergents and margarine
Farley, Hayes, and Kopalle (2004)	Yes	No	No	N.A.	No	No	2	2	Not specified	Financial services
Floyd et al. (2014)	No	Yes	N.A.	N.A.	No	No	2	2	443 elasticities	Durables versus nondurables
Katsikeas, Samiee, and Theodosiou (2006)	Yes	No	No	N.A.	No	Yes	4	3	91	Finance, durables, automotive, and health care
Lages, Jap, and Griffith (2008)	Yes	No	No	N.A.	No	No	16	3	519 respondents	Not specified
Luo et al. (2014)	No	Yes	No	N.A.	Individualism	No	2	2	274 respondents	Not specified
Pauwels, Erguncu, and Yildirim (2013)	Yes	No	Yes	Monthly	Individualism	Yes	2	2	16	Personal care
Steenkamp, Van Heerde, and Geyskens (2010)	Yes	No	No	N.A.	No	No	23	4	Not specified	63 fast-moving consumer goods categories
Van den Bulte and Stremersch (2004)	No	No	Yes	N.A.	Individualism, masculinity, power distance, and risk avoidance	Yes	28	5	52	Consumer durables
Yaveroglu and Donthu (2002)	No	No	No	N.A.	All Hofstede dimensions	No	19	3	7	7 white goods categories
You, Vadakkepatt, and Joshi (2015)	No	Yes	N.A.	N.A.	No	No	Not specified	Not specified	339 elasticities	Not specified
This study	Yes	Yes	Yes	Daily	Individualism, masculinity, power distance, and risk avoidance	Yes	60	6	20	4 app categories

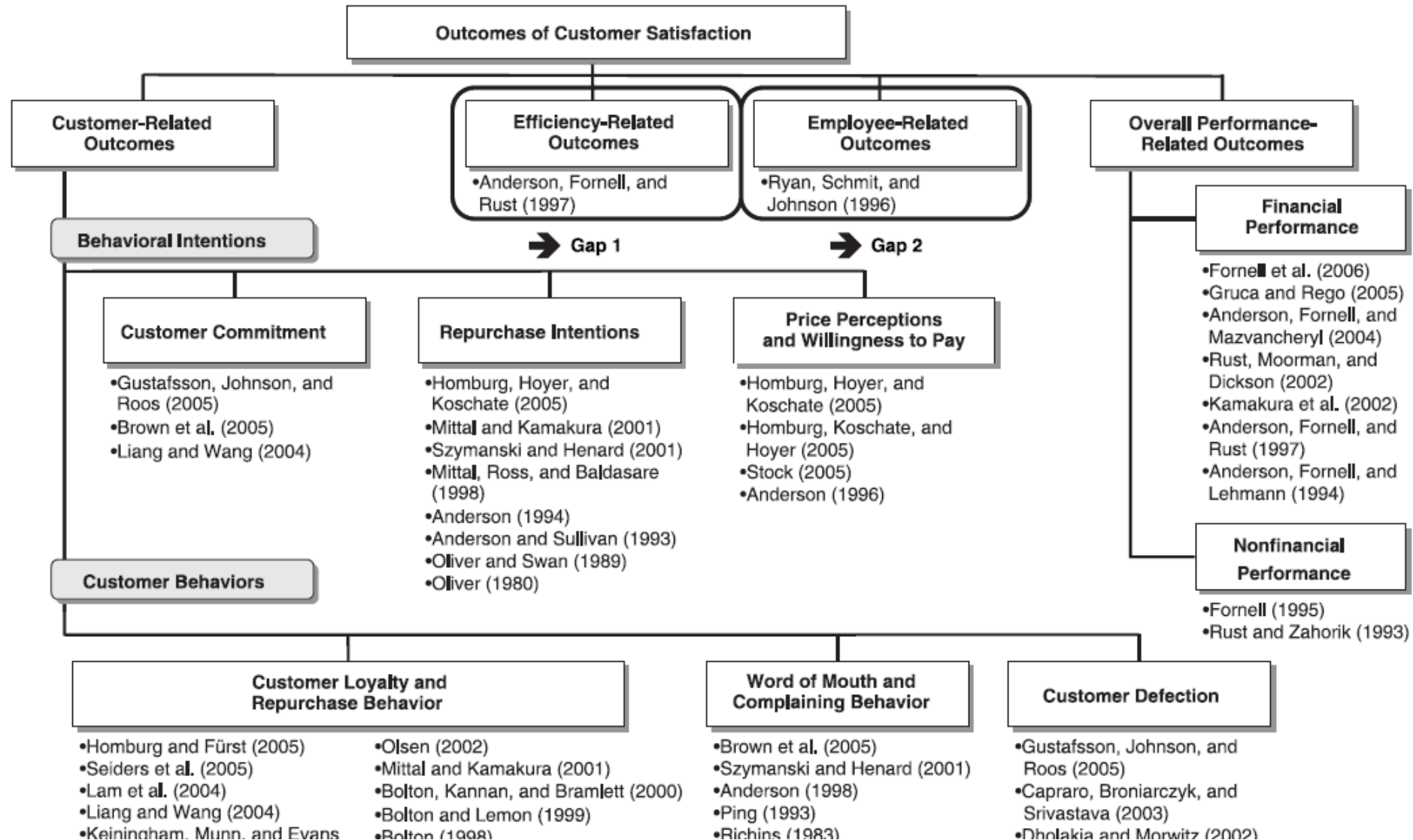
Notes: N.A. = not applicable.

Kübler, R., Pauwels, K., Yildirim, G., & Fandrich, T. (2018). App Popularity: Where in the World Are Consumers Most Sensitive to Price and User Ratings? *Journal of Marketing*, 82(5), 20–44.

* Werbung, Promotion, Werbeausgaben ** MPAA-Rating, Nominierungen, etc. *** Label, Studio, Veranstalter				Betrachtete Einflussfaktoren														• O + - „kein Eintrag“ (a)	betrachtete Haupteinflussgröße betrachtete Nebeneinflussgröße signifikanter Einfluss kein signifikanter Einfluss keine Angaben bedingter Erklärungsgehalt ; a = 1(1)			
				Umweltspezif. Faktoren		Produktspezif. Faktoren					Adopterspezif. Faktoren			Marketing		Sonstiges						
Güterart	Autor(en)	Diffusionsmodell / Schätz-methode	Abh. Variable	Wettbewerb branchenintern	Piraterie im Internet	Knappheit	Saisonalität	Marke ***	Star-Effekte	Genre	Timing	WoM i.e.S.	Kritiker	Medien	Charts **	Preis	Kommunikation *	Distribution	Erklärung für Diffusionsverlauf (Vgl. Abb. 2)	Wesentliche Ergebnisse	Unzulänglichkeiten	
Klassische Gebrauchsgüter	Fourt/ Woodlock (1960)	Modif. Exponentialmodell/ k.A.	Absatz					O						+	•		+	•	Erstkauf; Wiederholungskauf; Zeitintervalle zw. Käufen	1	Sinkende Anzahl an Neukunden über Zeit hinweg	Interne Einflussfaktoren fehlen; Angebotsseite nicht berücksichtigt
	Bass (1969)	Bass-Modell/ OLS	Absatz									+	•	+	•					2	Innovatoren, Imitatoren; sinkender sozialer Druck über Zeit	Restriktive Annahmen; sym. Funktion; Adopterheterogenität?
Film	Sawhney/ Eliashberg (1996)	Expo., Erlang-2- & Gamma-Modell/ k.A.	Umsatz						+	+		•	+	•	+	•	•	+	Time-to-decide; Time-to-act; Unsicherheit; Sequel	3, 4, 1	Sleeper; Blockbuster; Promotion bedingt expo. Verlauf	Statisches Modell; Werbeausgaben nicht berücksichtigt
	Jedidi/Krider/ Weinberg (1998)	Exponentialmodell/ k.A.	Umsatz	•			•		•	•								•	1	Vier Cluster: Hollywood Heroes, Mega Movies, Fast Fade, Fair Flicks	Nur ein Markt betrachtet; zu kleines Sample	
	Krider/Weinberg (1998)	2-parametr. Exponentialmodell /k.A.	Umsatz	+			•		O	O	•						O		1	playability; marketability; Produktlebenszyklus	Nash-Modell; restriktive Annahmen	
	Swami/Eliashberg/Weinberg (1999)	2-parametr. Exponentialmodell /k.A.	Gewinn						O	O								•	1	Sequel; run length; Konzessionsgebühren	Wettbewerbsaspekt fehlt; Interpendenzen zw. einzelnen Kinos?; ex post-Daten vorausgesetzt	
	Eliashberg et al. (2000)	Interakt. Markow-Kette/ k.A.	Absatz									+	•				+	•	•	(2) exponentielles Wachstum & fallender Verlauf	Alt. Marketingplanauslegungen; platformed & blitz release strategy	Wettbewerbseinfluss fehlt; Saisonale Effekte fehlen
	Elberse/ Eliashberg (2003)	Log-lineares Modell /3SLS	Umsatz/ Screens		O			O		+									•	(3), (4), (2)	Wenig Zeit zw. Releases in versch. Ländern verstreichen lassen; Werbung entsch., danach WoM	Kulturelle Aspekte nicht berücksichtigt
	Ainslie/Drèze/ Zufryden (2005)	Gamma-Modell/ MCMC-Algor.	Marktattraktivität		O			O	O	O	O					O		O	O	3, 4, 1	Blockbuster/Sleepers; Mainstream/Artistic Films; Release-Strategien bei WB	Kaum vorhanden
Musik	Moe/Fader (2002)	Mixed-Weibull-Modell/ Bayes	Absatz								•							O	1, 3, 4	Advance Purchase Orders; Zeit zw. Vorankündigung und Release	Innovatoren (exponentieller Verlauf); Folger (S-Kurve)	Externe Faktoren (Medien, Airplay, Nominierungen) fehlen
	Lee/Boatwright/Kamakura (2003)	Diskretes Hazard-Modell/ Bayes	Absatz						•	•					O	•	•		2, 1	Auszeichnungen & Chartplatzierungen haben entscheidenden Einfluss auf Diffusion	One-Hit-Wonder-Phänomen nicht erklärbar; Einfluss loyaler Fans fehlt	
Performing Arts	Weinberg/Shachmuth (1978)	Lineares Modell/ k.A.	Absatz				+	•	+	+	+							O	3 als Jahresverlauf mit Hochsaison aufgefasst	Anzahl der Aufführungen; Kapazität der Räumlichkeiten	Bei Star-Effekten und günstigen saisonalen Bedingungen ist Promotion nicht nötig.	Externe Faktoren; begrenzte Ticketzahl & Promotion fehlen; Planung Gesamtsaison
	Swami/Khairnar (2002)	Erw. Bass-Modell/ k.A.	Absatz			+	•					•		•			•		2 nach rechts verlagert, asym.	Time Deadline	Kurz vor der Veranstaltung steigt Nachfrage	Wettbewerbseinfluss & Preispolitik fehlen
	Putler/Lele (2003)	Multinomiales Logit-Modell/ k.A.	Absatz				•			•	•						•		(2) nach rechts verlagert, asym.	Inhalt; Awareness; mehrere Aufführungen	Alt. Marketingplanauslegungen wirken untersch.	Saisoneffekte & WoM nicht berücksichtigt

Example for the further development of a literature overview

FIGURE 1
Outcomes of Customer Satisfaction: Framework and Empirical Studies



Agenda

- Introduction
- Literature Research
- Summarizing the Literature
- Academic Requirements
- Technical Aspects

Language is important

- Use clear, simple, and precise language
- Use active voice
- *“Although often a useful writing technique, passive verbs also advance effects without causes, an immaculate conception.”* (Edward Tufte, Beautiful Evidence)
- Academic work should NOT use artificially complicated language
- The reader must be able to read and understand, not decipher your text
- Wrong: Desert-dwelling mammals, though well adapted to life in arid environments, nevertheless show signs of distress if deprived of water for long periods
- Correct: Even camels get thirsty
- Language matters for your final grade

Formal structure of a seminar paper or thesis

- **Title page**
- **Table of contents**
- List of tables and/or list of figures*
- List of abbreviations and/or list of symbols*
- **Text (12 pages); including tables & figures**
- **Bibliography/References**
- Appendix* (does not contain any elements that are essential for understanding the main text)

* optional

Some formal requirements

- 12 point font (e.g., Times New Roman)
- Spacing of 1.5 lines
- 2.5 cm margin on all sides
- Do not print on both sides of the paper
- Use proper and clear headlines
- Use a default title page

Documentation of research results

Structure

1. Introduction	
2. Literature overview	THEORY
3. Theory and hypotheses	
4. Data	EMPIRICAL PART
5. Method and analysis	
6. Results	
7. Implications for research and management	
8. Summary	

Success factors

- Clear formulation of the research problem in the introduction
- Clear presentation und justification of the chosen approach
- Summary of existing research results
- Clear statement of the research contribution to the literature

The introduction manages the readers' expectations.

Goals of the introduction

- Positioning the paper
- Clear statement on what this paper provides and what it does not provide



Contents

- What is the problem (definition, delineation), why is it important, why is it not trivial?
- What do we (i.e., the literature) know about the problem?
- How do you want to solve the problem? (goals of the paper, **research question**)

Theory and hypotheses

- State few meaningful hypotheses (typically between 2 and 8)
- Explain based on the literature why you expect the relationships that you propose in the hypotheses to be true
- Cite relevant literature to support your hypotheses
- Hypotheses must be specific and unambiguous so they can actually be rejected (falsifiability or refutability)
 - Wrong:
 - Price and advertising will affect sales
 - Correct
 - Price will negatively affect sales
 - Advertising will positively affect sales

Data (1)

- Clearly explain what your data are
 - What is the level of aggregation, i.e., what does one line in your data set stand for?
 - How were the data collected, i.e., who put them how into a spreadsheet file?
- Explain your number of observation across all dimensions
- Example: we observe weekly sales and prices for 20 brands in the beer product category across 50 stores in the New York downtown area. Our observation period is January 2010 until end of December 2011. This means we have 104 weeks available for estimation. In total, we have 96204 observations in our estimation sample. This is less than the full number of potential observation because not all brands were available in all stores across the observation period.

Data (2)

- You must provide summary statistics for your data!
 - At least: mean, SD, min, max
- You should present meaningful plots of your data
 - Plot sales over time
 - Plot prices over time
 - Scatterplot sales/price
 - Histogram for all important variables
 - Plot predicted values vs. observed values

Model and estimation

- Briefly explain your model and estimation
- Provide more detail the further your model deviates from basic standard models
- Make sure your equations (yes, equations!) match your model and your data, e.g., if you observe data per brand, week, and store, then your variable index must reflect that, unless otherwise stated

Results

- Produce a nice results table that could also appear in a good journal
- Explain and interpret your results – what do they mean?
- When talking about the results, refer back to your hypotheses
- The discussion and implication of your paper should be based on your results – not on common sense only

Let good published papers guide your work

Example: Geyskens, I., Gielens, K., & Dekimpe, M. G. (2002). The Market Valuation of Internet Channel Additions. *Journal of Marketing*, 66(2), 102–119.

- The paper has a nice introduction that makes the research problem clear
- The relevant literature and the gap is mentioned in the introduction
- The literature is briefly summarized in a literature review
- The paper develops an understanding which mechanisms should be relevant in the research setting
- The paper develops hypotheses based on previous research
- The authors provide a very clear description of the data they use and how the sample is composed
- The description of the method clear
- The paper derives implications for research and management.

If you ask yourself...

- How many places after the decimal point?
- What do I have to report in Tables?
- How should a table look like?
- What do implications contain?
- ...



- Look at papers in good journals
- Let them guide your work!



Before you submit
your thesis...

... dig out these slides
and check that you
considered all aspects
mentioned here!

... and...

... do not blame your supervisor if you did not adhere to these points!

Correctly referencing and citing is a necessary condition for scientific work

Benefits

- It is perfectly ok (and necessary) to use other researchers' work, but you **MUST CITE!**
- Citations indicate which thoughts are yours and which are taken from other publications
- Citations enable the reader to check the accuracy of your work
- Perfect citing is a manifestation of your scientific maturity
- Citations can be used for supporting your own positions
- For each statement that is not your own, a reference, the reader has to assume that it is supported by you

**!!! When you fail to cite properly,
you will fail your thesis!!!**


Requirements

- Accuracy
- Consistency

Direct vs. indirect references and citations

Stage of product life cycle and product category. The literature is ambiguous on how price elasticities vary over the product life cycle. On the one hand, at early stages of the product life cycle, consumers are more involved with the category, and they focus on the benefits of the new product, leading to weak price elasticities (Ghosh, Neslin, and Shoemaker 1983). In later stages, price elasticities could increase

That is the thought
you want to discuss



- WRONG: The literature is ambiguous on how price elasticities vary over the product life cycle (Bijmolt et al. 2005).
- RIGHT: Bijmolt et al. (2005) study, among others, the question of how price elasticities vary over they product life cycle. The provide several arguments for increasing as well as decreasing effects over the life cycle and conclude that there is a lack of agreement in the literature.
- ALSO RIGHT: “The literature is ambiguous on how price elasticities vary over the
- product life cycle” (Bijmolt et al. 2005).

- You MUST use your own words throughout
- The writing must be yours!
- My recommendation: NEVER copy-and-paste text from other sources (papers, online text...) into your thesis

Bijmolt, T. H. A., Van Heerde, H. J., & Pieters, R. G. M. (2005). New Empirical Generalizations on the Determinants of Price Elasticity. *Journal of Marketing Research (JMR)*, 42(2), 141–156.

Recommendation

- Short references in the text
 - Last name of author(s), year, quoted location (i.e., page number)
 - Example: Diffusion models can be used to predict future sales in a product category (Bass 1969, p. 215). Bass (1969) is one of the most important and groundbreaking studies in this domain.
- Full references in bibliography
 - Last name(s), first name(s) (year of publication): title, name of the journal, year, issue or number of the journal, page numbers.
 - Example: **Bass, Frank M. (1969)**: A New Product Growth Model for Consumer Durables, *Management Science*, 15, 5, 215-227.

For more examples see PDF „Hinweise für Seminar- und Abschlussarbeiten“ (can be downloaded from our web page)

Dos and don'ts

- Correct citing is the cornerstone for all academic work (cf. Stickel-Wolf/Wolf 2001, S. 192). Some rules must be considered...
- Correct citing is the cornerstone for all academic work . (cf. Stickel-Wolf/Wolf 2001, S. 192) Some rules must be considered...
- Correct citing is the cornerstone for all academic work.¹ Some rules must be considered...
- Correct citing is the cornerstone for all academic work¹. Some rules must be considered...



¹Stickel-Wolf/Wolf 2001, S. 192

Not the best way, but... (1)

Tabelle 2: Descriptive Statistik

Descriptive Statistics					
Indicator variable	N	Minimum	Maximum	Mean	Standard deviation
GENDER	258	1.00	2.00	1.3300	0.47000
TMCOST	273	1.00	7.00	4.0610	1.36310
AWARE	224	1.00	7.00	3.7625	1.90621
PPD	221	1.00	7.00	4.3890	1.24642
PSP	224	1.00	5.50	2.5161	1.10072
AGE	258	1 (i.e., < 20)	3 (i.e., > 26)	2.2000	0.59500
Total number of responses = 330					
Ever purchased (1) books, (2) travel services (e.g., airline ticket, hotel reservations), or (3) information products (e.g., software music CDs, movie DVDs) on the Internet? (percent)				Yes	62.7
				No	17.3
Average spending per purchase (percent)					
< \$25		24			
\$25-\$50		21			
\$51-\$100		15			
\$101-\$200		21			
> \$200		19			
More than two years of Internet usage (percent)		98			
Very comfortable with using Internet (percent)		94			
Internet usage frequency (not including e-mails and online messaging/chat) (percent)					
0-3 hours per week		6			
4-10 hours per week		24			
> 10 hours per week		68			

Quelle: Sen/King/Shaw (2006): Buyers' Choice of Online Search Strategy and Its Managerial Implications, Journal of Management Information Systems, Vol. 23, No. 1, Seite 220

Not the best way, but... (2)

Clement, Michel / Proppe, Dennis / Sambeth, Frank (2006): Der Einfluss von Meinungsführern auf den Erfolg von hedonischen Produkten. Eine empirische Analyse der Wirkung des Literarischen Quartetts auf den Bucherfolg, erschienen in: Zeitschrift für Betriebswirtschaft, 76. Jg. (2006), H. 7/8, 1–28.

Eliashberg, Jehoshua / Shugan, Steven M. (1997): Film Critics: Influencers or Predictors?, erschienen in: Journal of Marketing, 61 (April), S. 68–78.

Geyskens, Inge / Gielens, Katrijn / Dekimpe, Marnik G. (2002): The Market Valuation of Internet Channel Additions, erschienen in: Journal of Marketing, Vol. 66, S. 102-119.

Heinold, Ehrhardt F. (2004): Kundenbindung durch Backlistpflege, erschienen in BuchMarkt, Jg. 9/2004, S. 98 – 99.

Reference list

- There are several types of citation styles, important is the consistency within the thesis.
- Reference list must exactly contain the texts cited in your work.
- The requirements are also applying here:
 - Precision
 - Clarity
 - Completeness
 - Consistency

May I use ChatGPT or other AI-based tools?

1. AI tools such as ChatGPT represent an inescapable facet of current and future academic landscape. Ignoring their presence is neither practical nor advantageous.
2. Upon graduating, you are expected not only to be adept in the use of AI tools but also to employ them with the greatest possible responsibility.
3. The transformative power of AI is at your disposal and should be harnessed in ways that are responsible and transparent, while adhering to the highest standards of academic integrity.
4. AI tools are to be engaged as adjuncts to your scholarship, providing assistance to YOUR intellectual efforts.
5. Employing AI tools **MUST NEVER** replace your original contributions. Your scholarship should remain distinctly your own, with AI serving as a supplementary resource.
6. Accountability is paramount. You bear sole responsibility for ensuring the authenticity of the code, text, and presentations you create and deliver.
7. We will carefully scrutinize authorship and original thought. Should you be unable to articulate the meaning behind the work or answer questions pertaining to it, academic consequences will follow, adversely affecting your grade, up to potentially failing the thesis.
8. Your submissions implicitly affirm your authorship. Should AI tools contribute significantly to your intellectual process, this must be disclosed, as concealing such contributions constitutes academic fraud.
9. By the standards of academic authorship, AI cannot be credited as an author as per the guidelines of organizations like the DFG (German Research Foundation).
10. The University of Tübingen has guidelines on the use of AI tools:
<https://uni-tuebingen.de/de/255287>

Agenda

- Introduction
- Literature Research
- Summarizing the Literature
- Academic Requirements
- Technical Aspects

Useful Microsoft Word Features

- Spell check
 - Style sheet
 - Automatic page numbers
 - Reference function
 - Footnotes
 - (Table of content)
 - (Figures & Tables)
 - Manual page break (→ section break → next page)
 - Autotext, Auto-correct
-
- Zotero, Mendeley or EndNote for the management of literature
 - Kratochvíl, Jiří (2017), “Comparison of the Accuracy of Bibliographical References Generated for Medical Citation Styles by EndNote, Mendeley, RefWorks and Zotero,” *The Journal of Academic Librarianship*, 43 (1), 57–66.

Reference

- Stickel-Wolf, C. und Wolf, J. (2006): Wissenschaftliches Arbeiten und Lerntechniken, 4. Aufl., Wiesbaden.
- ...

Questions?