



THESIS TITLE

SUBTITLE

Master Thesis

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Abstract

The abstract offers a brief description of your thesis and a concise summary of its conclusions. Be sure to describe the subject and focus of your work. Please avoid symbols, foreign words, formulas, diagrams and other illustrative materials, lengthy explanations, or opinions. Do not exceed 200 words.

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1 Your caption. 2

1 Introduction

This exemplary document serves as a guideline for both the outline and format of your work. In this section, you introduce the topic. The research problem should be derived from real-world situations and research to show awareness of the issue. Therefore, you should present the business problem, the scientific problem, the paper's objectives, and the expected contributions. A good guideline on the content and structure of a research paper is provided by Venkatesh (2011, pp. 46–54). In the following chapter, the citation style for your thesis will be explained and presented. Here comes a change

1.1 Objectives of the 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.

1.2 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.

2 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

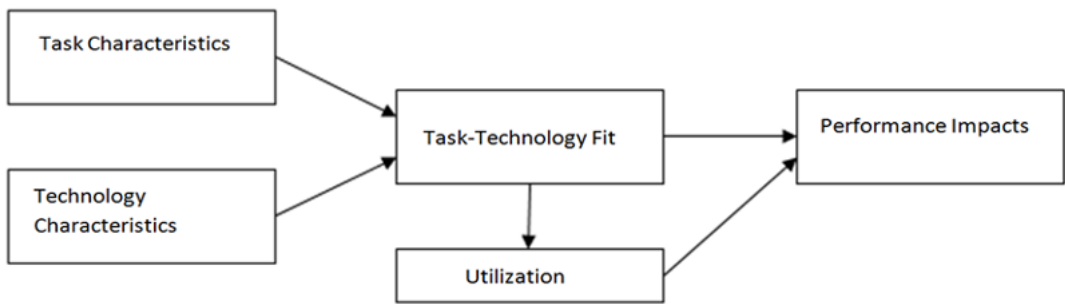


Figure 1: A picture of the universe!

In addition to figures, one of the most powerful ways to present information in a coherent way is to create tables as shown in 1. Make sure to include an empty line above tables and figures.

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Table 1: Your caption.

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

- figures,
- tables,
- ordered lists,
- and enumerations like this one. Here, items can be single sentences or full paragraphs. Appropriate end punctuation should be included.

2.1 Citation Style

Our chair suggests using the American Psychological Association (APA) 6th edition citation style. In order to give you insight into how to appropriately cite authors in your thesis, the following sections serve as a guideline. Adhering to the subsequent citation rules is vital to craft a successful and adequate paper. For clarification purposes, several examples referring to journal articles, conference papers, dissertations etcetera are given.

2.2 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 cite the author at the end of the sentence. The citation style is not dependent on the type of publication (journal articles, conference papers, etc.), but rather determined by the number of authors.

One author

The option to defer market entry and wait until market uncertainty is 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 a source 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).

2.3 Indirect Inline Citations

If you highlight a result or an idea of 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 (2007) reports 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 adopted 12 of the 20 survey items used by Byrd & Turner (2000) to assess IT infrastructure flexibility: four items per construct.

More than two authors

As noted by Chin, Marcolin, & Newsted (2003), moderation can be modelled using a main and interaction effect; the main effect linking IT flexibility to agility does not need to be interpreted directly.

2.4 Direct Citations

Quotation marks are used to indicate that you are citing a complete thought. For these cases, page numbers need to be specified. These rules are 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).

2.5 Footnotes

We do not recommend the use of footnotes, however, if explanatory notes still prove necessary to your document, you can provide supplemental information¹ in footnotes. When providing content notes, be brief and focus on only one subject. Try to limit your comments to one small paragraph. You can also point readers to information that is available in more detail elsewhere.

¹See Soh & Markus (1995) for an insightful analysis of information technology performance.

3 Methodology

If your seminar paper or bachelor/master thesis is a literature review, search terms and search methodology should be clearly outlined. If it is empirical, make sure the research setting, participants, and measures are clearly explained. Although this chapter directly starts with a sub-chapter (often called section), there should be a short introduction to the chapter before the section will be presented. Make sure that a headline is always followed by text before another headline is inserted. Note: Even though there is more space left on the page before, 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.

3.1 A Sub-Chapter

This is an example of a section.

3.1.1 A Third Order Chapter

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

3.1.2 Another Third Order Chapter

Note that when starting sub-chapters (sections) and third order chapters (sub-sections) it is not necessary to insert a page break as explained above.

An inline headline

Inline headlines (sentence case) 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.

4 Results

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

5 Discussion

In addition to your findings being presented, they also need to be discussed to illustrate how they contribute to theory and practice. This involves highlighting the contributions of your work to the related research domain and stating the limitations of your work.

5.1 Contributions to Theory

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5.2 Contributions to Practice

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5.3 Limitations and Future Work

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6 Conclusion

In this chapter, you coherently summarize your thesis and highlight the most important parts.

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Appendix A

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 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 master thesis has not been submitted in the same or a substantially similar version, not even in part, to any other authority for grading and has not been published elsewhere. This is to certify that the printed version is equivalent to the submitted electronic one. I am aware of the fact that a misstatement may have serious legal consequences.

I also agree that my thesis can be sent and stored anonymously for plagiarism purposes. I know that my thesis may not be corrected if the declaration is not issued.

Mannheim
August 13, 2020

Cara Maria Damm