



TIME – Guidelines for scientific working

Writing of seminar, bachelor, master, and diploma theses

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1 Introduction

The aim of a seminar, bachelor, or master thesis is the independent, written treatment of a scientific question within a given timeframe. This includes the identification and processing of the inherent scientific problems by including suitable literature as well as critically analyzing further issues.

Final papers generally can be divided into two types: **theoretical or conceptual theses** and **empirical theses**.

For a theoretical thesis, the student receives a subject and then collects, analyses and critically discusses the most important national and international literature suiting the topic. The main focus is the review and evaluation of this literature. Thereby, different points of view should be identified and a state-of-the-art summary should be given. Individual results should be compared critically and complemented by own reasoning, ideas and opinions. Where applicable, own examples or research studies can be included.

An empirical thesis usually covers a new or less researched topic, which should be examined empirically. Comparable to a theoretical thesis, this should include a state-of-the-art summary based on scientific literature and the framing of a new research question. By applying empirical methods like e.g. experimental studies, surveys and observations, hypotheses deduced from theory should be validated in reality. Due to their high workload, empirical theses are not recommended for seminar theses.

This guideline should help students get an overview on the most important requirements for the arrangement of seminar, bachelor and master theses.

The following guidelines match the requirements of the TIME Research Area and may include deviations and additions to the „Merkblatt zur Anfertigung wissenschaftlicher Arbeiten der Fakultät für Wirtschaftswissenschaften“ (only available in german).

2 Literature Research and Treatment

2.1 Quantitative and qualitative literature requirements

A systematic research and thorough evaluation of literature is an essential part of scientific papers. It is highly important, because literature forms the foundation for own insights and may back up the results. An adequate literature selection should contain qualitatively suitable literature to an appropriate extent.

Quantitatively suitable literature assortment:

The required amount of sources depends on the subject and the duration. For recent or very specific topics, literature may be available in small numbers only. Nevertheless, there should be at least as much sources as pages in the thesis. The best starting point for literature research is an academic source (an article in a journal, an applicable book etc.). Usually keywords, which widen the research can be found embedded in the text. Additionally, the bibliography may provide you with new sources matching your subject.

Quantitative reasonable literature selection:

Examples of qualitatively <u>appropriate</u> literature	Examples of qualitatively <u>inappropriate</u> literature
<ul style="list-style-type: none"> • Journals (considering the Journal ranking, page 3) • Monographs (Educational books, postdoctoral lecture qualifications, etc.) • Collected Editions and serials • Newspaper and internet sources (sporadic, e.g. for practical examples) • etc. 	<ul style="list-style-type: none"> • (Unpublished) Working papers • Lecture slides • Tabloids • General encyclopaedias • Wikipedia • etc.

Articles in Journals are an important part of academic literature. The following journal ranking description can be consulted to rate the quality of a journal.

The Association of University Teachers in Management regularly conducts a survey on academic quality of journals with focus on business administration. The VHB-Journal ranks journals from A⁺ to E (A⁺ being the highest ranking). This should serve as an orientation during the literature research. On average, the literature selection for a seminar, bachelor or master thesis should contain highly ranked Journals. The main line of argumentation should be based on such literature only. The classification from A⁺ to C can be used without concern. Literature research should be focused on qualitatively high ranked Journals. Other Journals may be used as sources sporadically.

The ranking can be found using the following link:

<http://vhbonline.org/service/jourqual/vhb-jourqual-21-2011/alphabetische-uebersicht-ig-21/>

2.2 Procurement of literature

Prior to writing the thesis, the relevant literature suiting your subject has to be obtained, sighted and sorted. It is highly recommend to start literature research early, because potential sources may already be borrowed from libraries or provision can be time-consuming.

Possible starting points for such a research can be:

- Basic literature provided by the advisor (usually includes hints towards secondary sources)
- Internet research (e.g. via Google Scholar or Econbiz)
- A library run-through (if accessible) if sorted by topics (an overview on the order is available in most libraries)
- Databases of diverse libraries, which can often be searched by keywords
- Journals: these usually contain an overview of a whole year's article titles

In the following the mentioned possibilities are described in detail:

Google Scholar

The search engine Google Scholar simplifies literature research of academic documents and thereby is a possibility for internet research.

<http://scholar.google.com/>

Quotable articles can be searched via the search function by entering keywords, titles, authors, etc. Additionally, results of your search can be sorted or refined by further criteria.

Example:

1. Step: Entering keywords in Google Scholar

The screenshot shows the Google Scholar search interface. The search bar contains the text "storytelling in behavioral branding". Below the search bar, it indicates "About 20,000 results (0.06 sec)". The left sidebar contains filters for "Articles", "Case law", "My library", "Any time" (with options: Since 2014, Since 2013, Since 2010, Custom range...), "Sort by relevance", "Sort by date", "include patents", "include citations", and "Create alert". The main results area shows three articles:

- Storytelling im Behavioral Branding**
D. Wentzel, T. Tomczak, A. Herrmann - Behavioral Branding, 2012 - Springer
Zusammenfassung In den letzten Jahren haben das Brand-Behavior-Konzept und die damit einhergehende markenorientierte Mitarbeiterführung eine wachsende Beachtung in der betriebswirtschaftlichen Forschung erfahren. Es wurde zunehmend erkannt, dass die ...
Cited by 29 Related articles All 7 versions Cite Save More
- When consumers and brands talk: Storytelling theory and research in psychology and marketing**
A.G. Woodside, S. Sood, K.E. Miller - Psychology & Marketing, 2008 - Wiley Online Library
... Such drama enactments enable these storytellers to experience powerful myths that reflect psychological ... A good storyteller describes what it's like to deal with these opposing forces ... article does not include examining the occurrence of vignette dramas in consumer storytelling ...
Cited by 130 Related articles All 5 versions Web of Science: 39 Cite Save More
- The essential brand persona: storytelling and branding**
S. Herskovitz, M. Crystal - Journal of business strategy, 2010 - emeraldinsight.com
... the basis of a long-lasting relationship built on the predictability of the brand's behavior. ... Whether we study physical structures, physiological processes, or behavioral outcomes, we can point ... commonly experience is when they focus on plot before persona in brand storytelling. ...
Cited by 28 Related articles All 3 versions Cite Save More

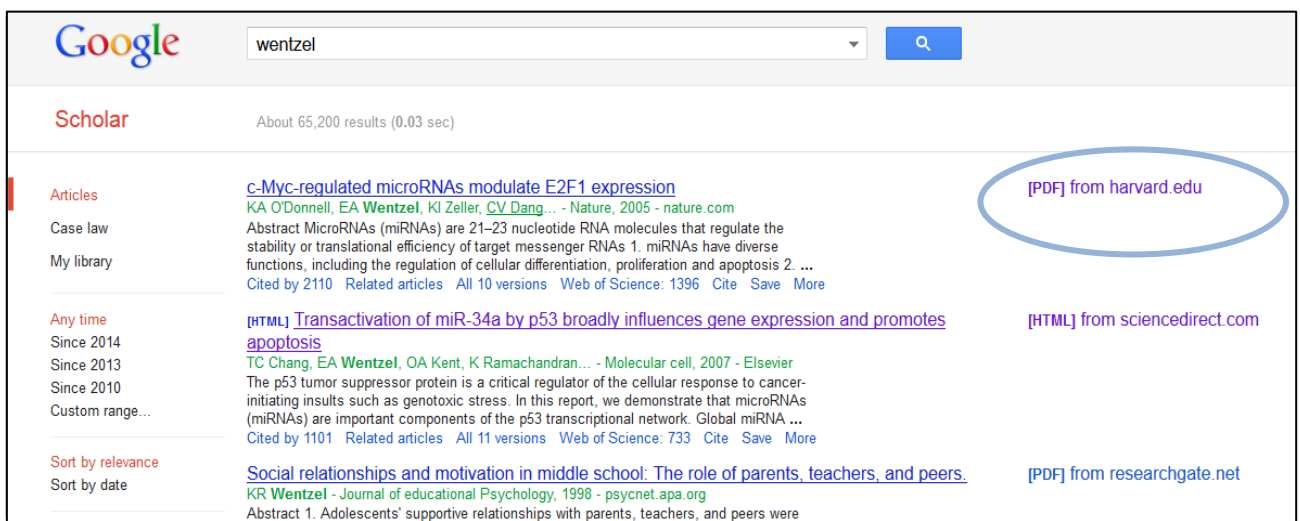
Below these, there is a link to "Multi-method research on consumer-brand associations: Comparing free associations, storytelling, and collages" by O. Koll, S. Von Wallpach, M. Kreuzer - Psychology & Marketing, 2010 - Wiley Online Library.

The screenshot shows the Google Scholar search interface with the search bar containing "Storytelling im Behavioral Branding". It indicates "Ungefähr 4.660 Ergebnisse (0,09 Sek.)". The left sidebar contains filters for "Beliebige Zeit" (with options: Seit 2013, Seit 2012, Seit 2009, Zeitraum wählen...), "Nach Relevanz sortieren", "Nach Datum sortieren", "Web-Suche", "Seiten auf Deutsch", "Patente einschließen", "Zitate einschließen", and "Alert erstellen". The main results area shows a profile for Daniel Wentzel and several articles:

- Nutzerprofile für daniel wentzel**
Daniel Wentzel
Professor of Marketing, RWTH Aachen University
Bestätigte E-Mail-Adresse bei lum.rwth-aachen.de
Zitiert durch: 437
- Der Einsatz von Instrumenten zur Förderung von Brand Behavior**
..., T. Tomczak, J. Kemstock, S. Henkel, D. Wentzel - Behavioral ..., 2012 - Springer
4 Darstellung und Bewertung ausgewählter Instrumente 343 4.1 Anforderungen an den Instrumenteneinsatz 344 4.2 Anforderungen an die Botschaft an den Instrumenteneinsatz 344 4.3 Ausgewählte Instrumente zur Förderung ...
Zitiert durch: 30 Ähnliche Artikel Alle 7 Versionen Zitieren Mehr
- por Communities-Chancen und Gefahren für die marktorientierte Unternehmensführung**
M. Schögel, T. Tomczak, D. Wentzel - Thesis, 2005 - researchgate.net
Moralische Verantwortung Communities sind von einem Gefühl kollektiver moralischer Verantwortung geprägt. So müssen neue Mitglieder oftmals, wenn sie einen sinnvollen Teil der Community bilden sollen, von erfahrenen Nutzern «angeleitet» werden, wobei dieser ...
Zitiert durch: 30 Ähnliche Artikel Alle 3 Versionen Zitieren Mehr
- Storytelling im Behavioral Branding**
D. Wentzel, T. Tomczak, A. Herrmann - Behavioral Branding, 2012 - Springer
In den letzten Jahren haben das Brand-Behavior-Konzept und die damit einhergehende markenorientierte Mitarbeiterführung eine wachsende Beachtung in der betriebswirtschaftlichen Forschung erfahren. Es wurde zunehmend erkannt, dass die eigenen Mitarbeiter eine wichtige ...
Zitiert durch: 25 Ähnliche Artikel Alle 7 Versionen Zitieren Mehr
- Der Funnel als Analyse- und Steuerungsinstrument von Brand Behavior**
D. Wentzel, T. Tomczak, J. Kemstock, T. Brexendorf... - Behavioral ..., 2009 - Springer
Die Mitarbeiter eines Unternehmens können einen prägenden Einfluss auf das Markenbild eines Konsumenten ausüben. Dies ist insbesondere bei dienstleistungsbasierten Branchen, in denen wesentliche Teile der Unternehmensleistung von den Mitarbeitern ...
Zitiert durch: 22 Ähnliche Artikel Alle 7 Versionen Zitieren Mehr

2. Step: if necessary: Limitation of time period, relevance, language and afterwards selection of relevant literature

To gain access to most of the PDFs and thus further extend your search opportunities, a registration with the RWTH-Net is necessary. It is recommended to use the VPN Client provided by the RWTH-ITC to have access to RWTH-Net from everywhere. A description is listed in this chapter within the segment “Magazines provided by the library website of the RWTH”. Thereby Google Scholar is connected with the catalogue of the RWTH library and an overview of libraries containing the PDF is available.



The screenshot shows a Google Scholar search for the term "wentzel". The search bar at the top shows "wentzel" and a search button. Below the search bar, it says "Scholar" and "About 65,200 results (0.03 sec)".

On the left side, there are filters for "Articles", "Case law", and "My library". Under "Articles", there are options for "Any time", "Since 2014", "Since 2013", "Since 2010", and "Custom range...". At the bottom, there are options to "Sort by relevance" and "Sort by date".

The search results are listed in the center. The first result is titled "c-Myc-regulated microRNAs modulate E2F1 expression" by KA O'Donnell, EA Wentzel, KI Zeller, and CV Dang, published in Nature in 2005. To the right of this result, there is a link "[PDF] from harvard.edu" circled in blue. The second result is titled "Transactivation of miR-34a by p53 broadly influences gene expression and promotes apoptosis" by TC Chang, EA Wentzel, OA Kent, and K Ramachandran, published in Molecular cell in 2007. To the right of this result, there is a link "[HTML] from sciencedirect.com". The third result is titled "Social relationships and motivation in middle school: The role of parents, teachers, and peers" by KR Wentzel, published in the Journal of educational Psychology in 1998. To the right of this result, there is a link "[PDF] from researchgate.net".

Econbiz

A good alternative to Google Scholar is the platform Econbiz. It is a search engine specialized on academic articles on economics. The internet research of Econbiz works in the same fashion as Google Scholar. Occasionally, the results are even better or more specified than Google Scholar's.

<http://www.econbiz.de/>

By using the search function you can also look for quotable articles by entering key-words, titles, authors, etc. Afterwards the results can be narrowed down or sorted on the left side. The two following images illustrate the search. In order to use Econbiz, you need to be registered with RWTH Net to gain access to most of the search results.

ECONBIZ
Find Economic Literature

Search Events

You are here:

Search for publications All Fields Search

☐ Open Access material only Advanced

Ein Angebot der
ZBW Leibniz-Informationsszentrum
Wirtschaft
Leibniz Information Centre
for Economics

Empfohlen von
ZEW

Gefördert durch
DFG

vufind
Powered by Vufind.

ECONBIZ
Find Economic Literature

Laursen and Salter 2006 All Fields Search

☐ Open Access material only Advanced

Login

Search Events

You are here: Home > Search: Laursen and Salter 2006

Showing 1 - 10 of 27 for search: "Laursen and Salter 2006"

Sort: Relevance

1 **Book** The influence of scope, depth, and orientation of external technology sources on the innovative performance of Chinese firms
Published 2008
Author Chen, Jin ; Chen, Yufen ; Vanhaverbeke, Wim
Institution Volkswirtschaftliche Fakultät, Ludwig-Maximilians-Universität
Availability [Full text](#) [More options](#)

external search strategies, suggested by Laursen and Salter (2006), are not always present and are ... strategy are crucial in determining their innovation success and whether these search strategies are ... affected by the scope, depth, and orientation of firms' external search strategies. We apply this analysis ... Technological Change; Research and Development: General ... Innovation and Invention: Processes and Incentives ... DLI and STI innovation modes (Subject) ... depth and orientation of openness (Subject) ...

★ Bookmark

2 **Article** OUTSOURCING OF NEW PRODUCT DEVELOPMENT AND THE OPENING OF INNOVATION IN MATURE INDUSTRIES: A LONGITUDINAL STUDY OF FIAT DURING CRISIS AND RECOVERY
Published in International Journal of Innovation Management (ijim) ; 15 (2011)
Author CIRAVEGNA, LUCIANO; MAIELLI, GIULIANO
Availability [Full text](#) [More options](#)

in high technology industry (Laursen and Salter, 2006, 137). However, it failed to transition towards ... During the 1990s mature industries, such as car manufacturing, restructured their production and ... innovation is an important step towards improving our understanding of open innovation (Chesbrough and ...

★ Bookmark

3 **Book** The Search for Talent and Technology - Examining the attitudes of EPSRC industrialcollaborators towards universities
Published 2009
Author Brunel, Johan ; D'Este, Pablo ; Neely, Andy
Institution Advanced Institute of Management Research <London>
Availability [PDF full text](#) [More options](#)

projects and as sites for recruiting trained and skilled problemsolvers (Pirkmann & Walsh, 2007; Salter ... (Bessant & Venables 2008; Cosh, Lester, & Hughes, 2006; Etzkowitz, Webster, Gebhardt, & Terra, 2000 ... ; Lundvall, Johnson, Andersen, & Dalum, 2002). Firms reach out to universities as a source of knowledge and ... Salter, AIM Fellow, Imperial College Business School AIM Research - The Search for Talent and Technology ... projects and as sites for recruiting trained and skilled problem solvers (Pirkmann & Walsh, 2007; Salter ... activities (Laursen & Salter, 2004; Tether, 2002). Given this, the population of businesses analysed here are ... Personnel management, Personnel planning and Personnel development ... Ammon Salter ... Salter, Ammon ...

★ Bookmark

Year of Publication
From: To: [Set](#)

Topics/Subjects
Innovation (12)
Deutschland (4)
Forschungskooperation (4)
Germany (4)
Industrial research (4)
[more](#)


Online availability
Free (26)
Restricted (1)

Type of Publication
Book / Working Paper (25)
Article (2)

Genres
Arbeitspapier (12)
Graue Literatur (12)
Non-commercial literature (12)
Working Paper (12)
Article in book (1)
[more](#)

Language
English (20)
Undetermined (6)
German (1)

Authors/Persons
Leiponen, Aija (4)
[more](#)



Sprache Deutsch

Verfügbarkeit für ...

Titel: Eine Verallgemeinerung der Quantenbedingungen für die Zwecke der Wellenmechanik
 European physical journal. A, Hadrons and nuclei [1434-6001] Wentzel Jg:1926 Vol:38 Nr:6-7 Pg:518 -529

Allgemeine Dienste

Volltext eines verwandten Objekts
 Diese Zeitschrift ist fortgesetzt: Zeitschrift für Physik. A, Hadrons and nuclei [0939-7922]
 Volltext über [GNL Springer Link Journals Archive](#) [DFG](#)
 Jahr: 1926 Band: 38 Heft: 6-7 Startseite: 518 [GO](#)

Volltext
 Volltext über [DOI](#) [GO](#)

Volltext
 Volltext nicht unmittelbar online verfügbar, ggf. via DOI

Alternative Suche (z.B. nach einer Printversion)

- [1. Katalog der Hochschulbibliothek der RWTH](#) [GO](#)
- [2. Institutskatalog der RWTH](#) [GO](#)
- [3. HBZ Verbundkatalog](#) [GO](#)

Kopie oder Buch über Fernleihe bestellen (kostenpflichtig, s. [Bedingungen und Kosten](#))
 Dokument bestellen über [DIGIBIB](#) [GO](#)

Erweiterte Dienste

Andere Nachweise dieser Zeitschrift
[Elektronische Zeitschriftenbibliothek \(EZB Regensburg\)](#) [GO](#)

Export
 Export via [ISI Direct Export Tool](#) [GO](#)

Email-Adresse des Autors finden
 Email des Autors in [MyEmail](#)
 Autor: Wentzel, Gregor Nachname: Wentzel Initialen: G [GO](#)

Weitersuche im WWW

Libraries and textbook collections of the RWTH University Aachen:

By using the catalogue of the university library you can search for literature in all libraries of the RWTH.

<http://sisis.bth.rwth-aachen.de:8080/InfoGuideClient/start.do>

By entering title, author, year dates, keywords or other items into the search mask you can find books for almost any specialized area. By narrowing your search you can restrict it to a specific library. If the presets are unaltered, the results of all library branches will be shown automatically.

Example:

1. Step: Submission of a search item (title, author, year date, etc.) and choice of libraries

The screenshot shows the 'Sucheingabe' (Search Input) section of the library website. It includes a search bar with a dropdown menu set to 'title' and the search term 'Branding'. Below the search bar are fields for 'Author' and 'Publication year'. A 'Search' button is highlighted with a red circle. Below the search bar, there are filter options for 'Limit search', 'Search preferences', and 'Database selection'. The 'Database selection' section shows 'Current site' set to 'Zentralbibliothek' and 'Search specific sites' set to 'All sites'. The 'Language' section shows 'all' and 'Electronic resources' set to 'none'.

2. Step: Choice and order / pre booking of one books from the hit list

The screenshot shows the 'Results' page for the search request 'Branding'. It displays a list of 40 results, with the first six items visible. Each item includes a book icon, the title, author, year, and a brief description. The first item is 'Praxishandbuch Employer Branding' by Kriegler, Wolf Reiner (2013). The second item is 'Social Media für Unternehmen' by Aßmann, Stefanie (2013). The third item is 'Corporate sustainable branding' by Rauch, Christian (2012). The fourth item is 'Die Beziehung von Unternehmenskultur und Unternehmensmarke' by Deitmar, Hanna Lena (2012). The fifth item is 'Die digitale Revolution' by Charlesworth, Alan (2011). The sixth item is 'Markenführung der Zukunft: Experience Branding, 5-Sence-Branding, Responsible Branding, Brand Communitys, Storytising und E-Branding' by Boldt, Sindia (2010). Each item has a 'Google Preview' button and a 'Add to My list' button.

It is not possible to take lendable media directly of the shelf in the main library. You need to order them via the electronic catalog of the university library. Media which is marked as orderable are can be lent and collected at the loans desk of the central library at the stated time. If a book is marked as borrowed it can be preordered. Media from the textbook collection is not orderable and has to be lent from the textbook collection directly. Detailed Information about the usage of the libraries of the RWTH University Aachen (the rules governing the use and charges, loan and opening hours, etc.) can be found on the library's website.

<http://www.bth.rwth-aachen.de/>

Faculty library for economic sciences:

The faculty library for economic sciences has its own stock, which is not listed in the catalog mentioned above. The catalog for the faculty library of economic sciences can be found by following the link:

<http://darwin.bth.rwth-aachen.de/cgi-bin/lik.pl?sigel=615>

It can be accessed via RWTH-Net only. The books can be searched directly in the shelves of the faculty library or by using the online catalog. In both cases, you have to take the books out of the shelf and lend them in person. Therefor a special ID card is required which you can order from the library without any costs.

RWTH AACHEN HOCHSCHULBIBLIOTHEK

Katalog | Datenbanken | Fernleihe und Digitale Bibliothek

Combined departmental catalogue of RWTH Aachen University 615

[Find](#) | [Expert search](#) | [Single departmental catalogues](#) | [Combined departmental catalogue](#) | [User account](#) | [Search history](#) | [Shopping cart](#) | [Literature by subject](#) | [Logout](#) | [Accessions](#)

Truncation

All fields ☐ ☒

Person ☐ ☒

Corporate name ☐ ☒

Beginning of title ☐ ☒

Title words ☐ ☒

ISBN/ISSN/ISMN ☐ ☒

Subject ☐ ☒

Classification ☐ ☒

Call number ☐ ☒

Year ☐

Department no. ☐

Volume ☐

Type ☐

- **Truncation:** the truncated search term "mathemat" will find "mathematik", "mathematical" etc.
- Use one search field or several.
- Several search fields are combined with logical **AND**.
- Search fields such as **Year, Department no., Volume and Type** are only used to **limit** search results.
- Search terms are **not case sensitive**.
- **Umlauts** must not be dissolved.

Scientific Journals via the library website of the RWTH University

Some specific articles can be searched for by using the library's website. Here you can find old editions of magazines. A prerequisite is the knowledge of existence of the searched article in a specific edition of a journal.

As a RWTH student you will get access by using RWTH-Net or by using a VPN-Client. The VPN-Client can be downloaded on the website of the IT-Center of the RWTH (<http://www.itc.rwth-aachen.de/cms/IT-Center/Dienste/~evux/Studierende/lidx/1/>).

There are four possibilities to find the article via the website of the RWTH University

<http://www.bth.rwth-aachen.de/>

For example: if you search an article named „*The effect of employee behavior on brand personality impressions and brand attitudes*“ written by Prof. Wentzel and published in the „*Journal of the Academy of Marketing Science*“, you can proceed as described as follows:

Example 1:

- Go to the start page of the RWTH library → Literatursuche (search for literature) → RWTH Zeitschriften (RWTH journals).
- Using this search mask you can find all journals that are physically available at the RWTH.

- The search engine can display a listing of all Journals sorted by topics as well as you can submit an already known journal title to the search mask.

Journal catalogue of RWTH Aachen University

[Find](#) | [Subjects](#) | [Departmental holdings](#) | [Search history](#)

[All fields](#) journal academy marketing science ☒ [Truncation](#)

[Beginning of title](#) ☒

[ISSN](#) ☒

[Corporate name](#) ☒

[Departmental library](#) ☒

[Subject group](#) ☒

- **Truncation:** the truncated search term "mathemat" will find "mathematik", "mathematical" etc.
- Use one search field or several.
- Several search fields are combined with **logical AND**.
- Search terms are **not case sensitive**.
- **Umlauts** must not be dissolved.

Example 2:

- Go to the start page of the RWTH library → Literatursuche (search for literature) → EZB (electric journal library).
- You will get a listing of all existing journal and it will be displayed if they are available for a RWTH student by using a traffic lights system.
- By searching a specific article this article can be found by searching in a specific journal.

Electronic Journals Library
RWTH Aachen University Library

The EZB Service

Search results
Your search terms: (Words in title = 'marketing') in all journals
300 hits
[Refine search](#)

ABCDEF GHI J K L M NOPQRSTUWX

- ☒ ABA Bank Marketing (via EBSCO Host)
- ☒ ABA Bank Marketing
- ☒ Absatzwirtschaft: Zeitschrift für Marketing
- ☒ Academy of Marketing Science Review
- ☒ acquisa: Das Magazin für Marketing und Vertrieb
- ☒ Adcoach Marketingdatenbank (via wiso)
- ☒ Advances in Business Marketing and Purchasing
- ☒ Advances in International Marketing
- ☒ Advertising Age's Business Marketing (via EBSCO Host)
- ☒ Advertising Age's Euromarketing (via EBSCO Host)
- ☒ Adweek Magazine's Technology Marketing (via EBSCO Host)
- ☒ African Journal of Marketing Management (AJMM)
- ☒ American Marketing Journal (via JSTOR)
- ☒ Annual Report on the Access to Information Act / Industry Canada, Communications and Marketing Branch, Information Distribution Centre
- ☒ Annual Report on the Privacy Act / Industry Canada, Communications and Marketing Branch, Information Distribution Centre
- ☒ Arts Marketing
- ☒ Asia-Australia Marketing Journal

By searching the article of Prof. Wentzel we can check in the listing of all magazines (sorted by alphabet) which episodes of the Journal of the Academy of Marketing Science are electronically available for RWTH students.

Free available
free for the staff and students of the RWTH Aachen University (from within the Campus network).
free for the staff and students of the RWTH Aachen University (from within the Campus network) but only for parts of the published volumes.
☒ ☐ ☐ not accessible (in many cases you can see the TOCs and abstracts)

[Terms of use](#)

Example 3:

- Go to the start page of the RWTH library → Literatursuche (search for literature) → Fachdatenbanken (databases) → Wirtschaftswissenschaften (economic sciences).
- Listing of all existing magazines and display if they are available for a RWTH student by using a traffic lights system.
Using this data basis you can also search for articles. (Aim and use of databases example given (EBSCO Host) in the next paragraph.)
- Top 17 data bases: EBSCO Host etc.

Datenbank-Infosystem (DBIS)

BTB Startseite | Fachinformation | Elektronische Zeitschrift

Schnelle Suche
[Suchfeld] [Go!]

Erweiterte Suche

Fachgebiet: Wirtschaftswissenschaften

Auswahl
Sortierung der Ergebnisse

Die Datenbank ist ...

- Zugriff nur im Hochschulnetz der RWTH Aachen bzw. für
- CD-ROM/DVD im Hochschulnetz, Software Citrix ICA Client
- frei im Web
- Zugriff nur im PNZ
- deutschlandweit frei zugänglich (DFG-geförderte Nationallizenz)

Bitte beachten Sie die Nutzungsbedingungen und Copyright-Bestimmungen des Verlages/Herausgebers!

TOP-Datenbanken (17 Treffer)

	Zugang
Business Source Premier (via EBSCO Host)	Uninetz ●
Gabler Wirtschaftslexikon	frei im Web ●
Deutsche Aktiengesellschaften	Uninetz ●
EconLit	Uninetz ●
Hebesätze der Realsteuern	frei im Web ●
Bisnode Firmendatenbank für Hochschulen	Uninetz ●

Gefördert durch:
DFG
Impressum

By searching the article of Prof. Wentzel you can use the option to use data bases. The access is available on the website of the RWTH library. (The use of data bases is described in the next paragraph (EBSCO Host).)

Example 4:

- Local catalog of the faculty library of economic sciences.
- By using the search mask you can look for journal titles which are physically available in the faculty library of economic sciences and can be borrowed and scanned there.

RWTHAACHEN
HOCHSCHULBIBLIOTHEK

Katalog | Datenbanken | Fernleihe und Digitale Bibliothek

Combined departmental catalogue of RWTH Aachen University 615

[Find](#) | [Expert search](#) | [Single departmental catalogues](#) | [Combined departmental catalogue](#) | [User account](#) | [Search history](#) | [Shopping cart](#) | [Literature by subject](#) | [Logout](#) | [Accessions](#)

	Truncation
All fields	<input checked="" type="checkbox"/>
Person	<input checked="" type="checkbox"/>
Corporate name	<input checked="" type="checkbox"/>
Beginning of title	<input checked="" type="checkbox"/>
Title words	<input checked="" type="checkbox"/>
ISBN/ISSN/ISMN	<input checked="" type="checkbox"/>
Subject	<input checked="" type="checkbox"/>
Classification	<input checked="" type="checkbox"/>
Call number	<input checked="" type="checkbox"/>
Year	<input type="checkbox"/>
Department no.	<input type="checkbox"/>
Volume	<input type="checkbox"/>
Type	<input type="checkbox"/>

By searching the article of Prof. Wentzel we have to check if the Journal of the Academy of Marketing Science is physical available in the branch library of economic sciences.

- **Truncation:** the truncated search term "mathemat" will find "mathematik", "mathematical" etc.
- Use one search field or several.
- Several search fields are combined with **logical AND**.
- Search fields such as **Year, Department no., Volume and Type** are only used to **limit** search results.
- Search terms are **not case sensitive**.
- **Umlauts** must not be dissolved.

EBSCO Host

EBSCO is a comprehensive, English-language journal article database. As a RWTH student, you can get access by using RWTH-Net or by using a VPN-Client .

Example:

- By submitting title, author, keywords etc. into the search mask you can search for English-language articles.
- The search can be screened by diverse items.
- Depending on the availability of the article you can view an abstract or the whole text.

The screenshot shows the EBSCO Host search interface. At the top, there are navigation tabs: "New Search", "Publications", "Company Profiles", "Thesaurus", and "More". On the right, there are links for "Sign In", "Folder", "Preferences", "Languages", "New Features", and "Help". The main search area has a search bar with the text "The effect of applicant-employee fit and temporal..." and a "Search" button. Below the search bar, there are options to "Suggest Subject Terms" and "Choose Databases". A callout box on the right side of the interface contains the text: "By searching the article of Prof. Wentzel you have the possibility to check if the article is available electronically by entering title, year date, author, keywords, etc. in the search mask of the data basis EBSCO Host". The search results section shows "1 Results for..." and lists the article "The effect of applicant-employee fit and temporal..." by von Walker, Benjamin; Wentzel, Daniel; Tomczak, Torsten. The article is from the Journal of Occupational Psychology, 2012, 85(2), 116-135. The interface also includes a "Refine Search" sidebar with options for "Full Text", "References Available", and "Scholarly (Peer Reviewed) Journals".

Inter-library loan

Via inter-lending you can order media, which are not available in Aachen, from other libraries. This is also possible on the library website of the RWTH:

<http://www.bth.rwth-aachen.de/>

Example:

- Go to the start page of the RWTH library → Literatursuche (search for literature) → Fernleihe (inter-lending)
- Choice between books and journal articles
- Submission of title, author, ISBN and/or year date
- Check that the media is not available in Aachen
- Possibility to choose from stock of different libraries
- Fee-based order

RWTHAACHEN
HOCHSCHULBIBLIOTHEK

English

DigiBib

Suche | Elektron. Angebote | **Fernleihe** | Einstellungen | Info / Kontakt

Fernleihe > Bestellung > Bücher und Abschnitte aus Büchern

Schritt 1 von 3: Dokument ermitteln

Suchen Sie zunächst nach dem **Buch**, welches Sie bestellen wollen (oder das den Abschnitt enthält, den Sie bestellen wollen):

Wörter aus dem Buchtitel:

Branding

Autor (Name, Vorname):

ISBN:

Jahr:

Zurücksetzen Weiter

Übersicht / Sitemap | © hbz NRW, 2008-2012 | Gestaltet mit YAML | Powered by IPS 5.3 | Impressum | Mobile Version

Fernleih-Bestände [64 Treffer]	
001.	<p><u>Abschied vom Branding : wie man Kunden wirklich ans Kaufen führt - mit Marketing, das sich an Kaufprozessen orientiert</u></p> <p>Rutschmann, Marc. - 2013</p> <p>Vorhanden in 2 Bibliotheken. Auch in Ihrer Fernleihregion!</p> <p> <input checked="" type="radio"/> Ganzes Buch <input type="radio"/> Abschnitt in Kopie <input type="button" value="Auswählen"/> </p>
002.	<p><u>Branding and product design : an integrated perspective</u></p> <p>Hestad, Monika. - 2013</p> <p>Vorhanden in 1 Bibliothek. Auch in Ihrer Fernleihregion!</p> <p> <input checked="" type="radio"/> Ganzes Buch <input type="radio"/> Abschnitt in Kopie <input type="button" value="Auswählen"/> </p>
003.	<p><u>Branding terror : the logotypes and iconography of insurgent groups and terrorist organizations</u></p> <p>Beifuss, Artur; Trivini Bellini, Francesco. - 2013</p> <p>Vorhanden in 4 Bibliotheken. Auch in Ihrer Fernleihregion!</p> <p> <input checked="" type="radio"/> Ganzes Buch <input type="radio"/> Abschnitt in Kopie <input type="button" value="Auswählen"/> </p>
004.	<p><u>Branding typography : elegant, retro, handwritten, experimental, minimal</u></p> <p>2013</p> <p>Vorhanden in 5 Bibliotheken. Auch in Ihrer Fernleihregion!</p>

3 Structure of a Scientific Thesis

3.1 General pattern

Basically you should stick to the following order:

(1)	front page	(exemplary: Attachment 1 & 2)
(2)	table of content	(exemplary: Attachment 3)
(3)	where applicable: table of content for images and charts	
(4)	where applicable: table of content for abbreviations	(exemplary: Error! Not a valid result for table.)
(5)	text (Introduction, main body, final part)	(exemplary: Attachment 5)
(6)	where applicable: attachments	
(7)	literature and sources directory	(exemplary: Attachment 6)
(8)	affirmation	(exemplary: Attachment 7)

3.2 Structure and table of content

The outline gives an overview of the content and main aspects of the seminar, bachelor or master thesis and serves the orientation of the reader. A clear structure is the starting point for a good setup of a scientific thesis. Within the structure, you can demonstrate that your thesis follows a central theme. Although applying changes and adjustments to the structure afterwards, a first idea of the arrangement helps you to not lose focus. Therefore, the outline should be discussed with your mentor upfront.

The structure should clearly show the weighting of the different topics. Therefore, you balance the proportion between depth (number of levels) and width (number of different chapters/sections on one level) in your outline. The depth of a thesis depends on the length and content of the thesis respectively. Usually, a maximum depth of three levels is sufficient for a seminar or bachelor thesis. The table of content should utilize a numerical system which matches the aspects title and the corresponding page number. The topics of one aspect have to be counted consecutively starting with one. On each level, the numbering starts over. While there has to be a period after every number, the last period is not necessary

The numerical system looks like this:

1	(part)
1.1	(chapter)
1.1.1	(paragraph)
1.1.2	
1.2	
2	
etc.	

A part or a chapter must not have less than two sub-chapters. One segment should at least consist of half a page and a maximum of two pages. This is a rule of thumb and may differ. It can be useful to include an introduction and / or structural comment between a main point and the following sub points. These comments should not be longer than a third of the page. The headlines shall not be written as a whole sentence, but be formulated concisely, short and comprehensible.

Formatting of the topics

Structure levels	typeface	Type size	Character formatting	Starting distance	Ending distance	space
1.	Arial/ Times New Roman	18	bold	24pt	6pt	1,5 spacing
2.	Arial/ Times New Roman	16	bold	18pt	6pt	1,5 spacing
3.	Arial/ Times New Roman	14	bold	18pt	6pt	1,5 spacing
4.	Arial/ Times New Roman	12	bold	18pt	6pt	1,5 spacing

It is recommended to format your draft in Microsoft Word or similar products prior to writing. This saves time during the writing process and is essential for the automatic generation of the table of content. Word templates can be altered by right-clicking the individual styles for each outline level (heading 1, heading 2,...) found on the right side of the menu when the "Start" ribbon is activated.

3.3 Introduction

The introduction guides into the subject. It should contain the following points:

- Research question or problem
- Objective of the thesis as a guideline to answering the question
- Relevance of the subject
- State-of-the-Art

- Procedure / setup / chain of argumentation

The introduction may have an extend of 1-3 pages and should be precise and brief.

3.4 Main Body

The main body is the core of every thesis. It quantitatively takes up most of the space and provides room for a scientific discussion on the subject. It contains the presentation of the theoretical basis as well as the scientific personal contribution. During the line of reasoning, you should never lose sight of the based question (golden thread). You should leave out unrewarding aspects and concentrate on the essential arguments and avoid digressions in general. It is appropriate to write transitions between paragraphs to support the reading flow and to underline the structure. They may include an outlook on the following content or a summary ended by a conclusion. Nevertheless, transitions should be short and concisely. A thesis usually consists of subsections as:

- Theoretical Background
- Hypotheses (in empirical theses)
- Analysis or methodology (in empirical theses)
- Results

The elaboration of the hypotheses generally follows the given structure:

- Opening statement
- Naming the theoretical arguments (pro)
- Findings (scientific professional literature) pro
- Findings (scientific professional literature) contra
- Short summary
- Final hypothesis

3.5 Ending

The final section of a thesis should present your results and draw a conclusion. Main aim is to respond to the research question. The content of the thesis should be discussed critically and hints towards open questions should be given. It is concluded by a prospect into possible future developments. Key elements are:

- Summary and contribution to research
- Implication for research
- Implication for practice
- Limitations of the thesis and future research

3.6 Attachement

Attachments are generally not necessary for seminar, bachelor and master theses. Images and charts should appear in the continuous text usually.

Possible contents of the attachment:

- Detail results
- Questionnaires
- Evaluation data
- Extra analysis (e. g. Post-hoc Analysen)
- Interviews
- Etc.

The content of the attachment should be discussed with your mentor.

3.7 Bibliography and source directory

All sources quoted in the thesis must be mentioned in your bibliography. They are to be sorted in alphabetical order by authors. If there is more than one publication by an author, these are to be sorted by publication year. Chapter five describes necessary indications for the Bibliography and source directory in detail. Furthermore, you can find an example in chapter six.

3.8 Affirmation

Every scientific thesis should be enclosed with an affirmation (example given in attachment 7).

If the affirmation is faulty or incomplete, it can cause the work being treated as an attempt of deception and can be graded “not sufficient” without any possibility to amendment instantly. In this case any performance record may be revoked.

4 Formal Guidelines

4.1 Formatting

Paper:	A4, one-sided print
Font:	Arial or Times New Roman
Type size:	12p, foot note 8-10p
Paragraph	12p before and after
Line distance:	1.5 line spacing
Margin:	about ¼ page (3 cm on the left, 2 cm on the right, 3 cm on the top, 2,5 cm on the bottom)
Extent:	Bachelor thesis: 40 pages Master thesis: 60 pages (discrepancy: max +10%) Seminar thesis: 3500-4500 words
Page number:	All pages, except the front page, have to be numbered continuously. The table of content as well as the image and table overview should be numbered with roman numerals. The text part should be numbered with Arabic numerals starting at page one. The attachment as well as the literature directory should be numbered with roman numerals again.
Delivery:	Printed copies (number named in exam regulations) as well as electric version (PDF)

4.2 Abbreviations

Abbreviations should be used sparingly. If using an abbreviation for the first time, you should spell the word fully and write the abbreviation in clings behind it.

Example: This attitude of a company can also be named as relationship marketing. Nowadays this attitude is often called Customer-Relationship-Marketing (CRM). CRM is no new approach, but rather [...].

Additionally to conventional short cuts that can be found in the Oxford dictionary (you do not have to spell these words fully at the first use), you can also use abbreviations used in the scientific literature (e.g. for scientific journals). The abbreviations' directory should be sorted in alphabetic order and should include only those not listed in the Oxford dictionary.

The following aspects contain a selection of the Oxford dictionary which do not belong into your directory:

- e.g. = for example; for instance;
- i.e. = that is to say; in other words;

There should not be different short cuts with the same meaning.

Example:	N	operating life in periods T
	ND	operating life in periods T

One the other hand one short cut should not have two meanings.

Example:	N	time of the planning period in periods
	N	operating life in periods T

4.3 Tables and images

Tables and images are used for the visualization purposes of key aspects and can appear as pictures or graphics respectively. You should reflect whether the use is helpful for the understanding of an aspect and not randomly use these items. If you use tables or images, they have to be referred to in the text. A table or image should never be left without a comment. Additionally, a good graphic quality is of high importance. This involves the legible type size and an appropriate color selection. Furthermore, they should be designed simple and clear. Therefore you should always create tables and images on your own, no matter if they are extracted from literature or if it is your own illustration. Simply copying images or tables from existing sources is not allowed usually and has to be agreed upon by your mentor.

Tables and images should be placed in the text after their first mentioning and, as already stated, should never be left without a comment. An explanation of the central statement and symbols is indispensable. All tables and images should be numerated consistently and should be provided with a title and source declaration. Thereby tables basically have a heading and images have a sub title. The following chapter describes

how to create a source declaration in detail. Slightly changed tables and images should be marked with the denotation “referring to” or “based on”. If they were made by the student himself, a source declaration is not necessary and the denotation “own delin-
eation” should be added.

Example:

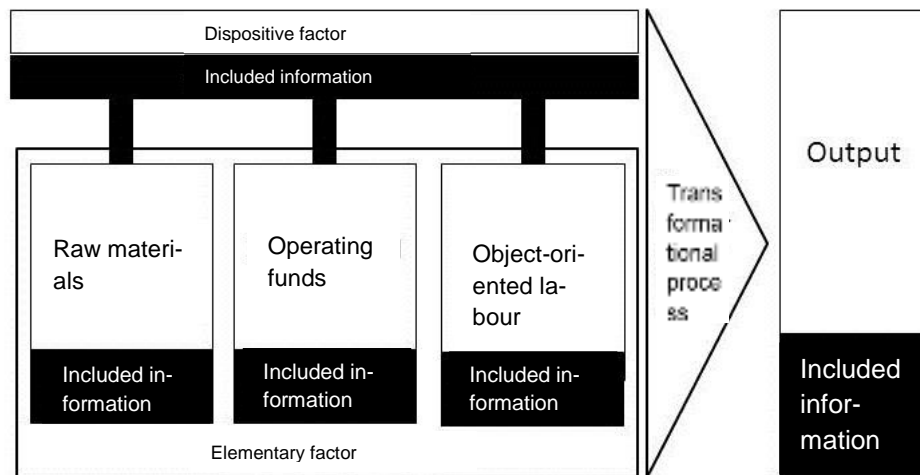


Illustration 1.1: extended production system with inclusion of information and communication
in dependence on Piller (2006, S. 21)

Afterwards the tables and images should be listed in the list of tables and figures in your thesis, which should be placed following the table of content. The numbers and the title should be left-adjusted and the page number of the figure should be right-adjusted (Example in attachment 4).

5 Quotations and Source/Reference Declarations

The literal or rough reproduction of text passages, statements, perception or results published by third parties is called “quoting”. Quotes are used for the exposition of status quo, the adoption of information or opinions from other papers to support your own theories. Every text passage, literally adopted or closely based on a line of thoughts of another author, must be marked explicitly and the source has to be indicated thoroughly. These then must be listed in the bibliography.

5.1 Quotations in the text

The TIME Research Area uses the so called „Harvard Style” to indicate citations. These must be mentioned by a shortcut in the text (no footnote!). Therefore, you have to mention the name of the author(s), the year of publication and if appropriate (means by direct or literally quotations, citations out of collections or books, as well as tables or images) the page number in the text.

Example: „An important factor for the differentiation of a label is a strong and succinct brand personality. “ (Wentzel & Groeger 2011, p. 89).

Several publications from one author

If an author has more than one publication **in one year** you have to introduce short cuts a, b, c etc. Do not forget to mark them in your bibliography.

Example: Salge (2009a, p. 95; 2009b, p. 395).

If there are several publication from one author **in different years**:

Example: Hopp (2008, p. 5; 2010, p. 30)

Quoting of several authors

If one source was written by several authors, the correct quoting depends on the number of authors. You can categorize them into three cases.

Two authors: all authors have to be spelled in full.

Example 1: Successful Brand Behavior requires a brand consistent behavior of the employees (Wentzel & Tomczak 2012, p. 60).

Example 2: Wentzel and Tomczak (2012, p. 60) noticed in this context that a brand consistent behavior of the employees is a requirement for a successful Brand Behavior.

Three authors: in the first quotation all authors should be spelled fully; in the following quotations only the first author and the short cut „et al.“ is named.

Example 1: (first quotation): A lot of authors believe that the success of a brand also depends on the behavior of the employees (Wentzel, Tomczak & Hermann 2012, p. 427).

Example 2: (first quotation): Wentzel, Tomczak and Hermann (2012, p. 427) notice that the success of a brand also depends on the behavior of the employees.

Example 3: (all following quotations): Focus lays on especially those employees which have direct contact to clients (Wentzel et al. 2012, p. 427).

More than three authors: you only name the first author and the short cut „et al“ (even in the first quotation).

Example 1: The behavior of the employees is an important fact for the awareness of the brand (Wentzel et al. 2008, p. 11).

Example 2: Wentzel et al. (2008, p. 11) noticed, that the behavior of the employees is an important fact for the awareness of the brand.

Quotations and page reference

If a quotation refers to a text passage that spreads over two pages you should write e. g. „p. 75f“. If indirectly quoting several pages, the source reference should be written like „p. 75ff“ or „p. 75-78“.

5.1.1 Direct quotations

The literally adopted text (phrases, parts of a phrase or single words) must be marked with quotation marks and cannot be altered. The omission of one word has to be indicated with two, skipping of more words with three points

Example: „The employees [...] can perform a big impact on the brand image of a consumer“, (Wentzel et al. 2009, p. 83).

Basically quotations should be adopted without any changes. Nevertheless, misprints can be corrected in the quotation. Accentuations e. g. spacing, bold lettering, italic type or underlining also have to be adopted into your work without any changes. Literal citations should be used very sparingly in general and only if a writer has framed a complicated situation very precisely (e. g. by definitions). They can be handy as an introduction to own achievements or a basis for critique. A pure collection of quotations or too long quotations should be avoided. If using a long citation, it has to be indented in the text and should be written in single line spacing. Quotations taken off context or distorted off their meaning are futile. No citation should be left uncommented or in a foreign language. All other literal quotations in other languages have to be translated in a footnote.

5.1.2 Indirect quotations

Indirect quotations are used much more frequently than literal quotations. These are thoughts that can be reproduced in your own words. In contrast to the literal quotations, you do not need quotations marks. The range of the rough adoption has to be clear though. It may be helpful to start you text passage with an introductory sentence.

Example: The following images are based on ...

It is not appropriate to prove long explanations with several sources in general.

5.1.3 Secondary quotations

If possible, you should always use the original source. If this source is hard to come by and not accessible with arguable effort, you can use a quotation of a secondary source if appropriate. In this case, you have to name both authors. The original work should be quoted firstly, followed by the source which includes the link to the original source with the reference ,quoting'.

Quotations in a quotation are marked with an apostrophe ('...') at the beginning and the end.

Example: „So Mitchel stresses that ‘in most companies internal marketing is done poorly’ “(Mitchel 2002, p. 99f quoting Wentzel et al. 2012, p. 427).

5.2 Creating bibliographies

When creating your bibliography, you always have to list all authors (independent of the number of authors). You should follow these guidelines:

Articles in Journals

Last name(s), initials of the first name (year of publication): “Title of the article”, *name of the journal*, number of the year’s issues (number of the journal), page number(s).

Example 1: Hopp, C. & Stephan, U. (2012): The influence of socio-cultural environments on the performance of nascent entrepreneurs: Community culture, motivation, self-efficacy and start-up success, in: *Entrepreneurship and Regional Development*, Vol. 24 (9-10), p. 917-945.

Example 2: Salge, T.O. & Vera, A. (2013): Small Steps that Matter: Incremental Learning, Slack Resources and Organizational Performance, in: *British Journal of Management*, Vol. 24 (2), p. 156-173.

Monographs

Last name(s), initials of the first name (year of publication): *Title of the book*, number of the circulation, publishing location: publisher.

Example: Grichnik, D., Brettel, M., Koropp, C. & Mauer, R. (2010): *Entrepreneurship: Unternehmerisches Denken, Entscheiden und Handeln in innovativen und technologieorientierten Unternehmungen*, Köln: HundtDruck GmbH.

Articles out of collected editions, festschrift, etc.

Last name(s), initials of the first name (year of publication): „Title of the paper”, in: Last name(s), initials of the first name (Hrsg.), Title of the book, (number of the edition), publishing location: publisher, page number(s)

Beispiel: Wentzel, D. & Tomczak, T. (2009): "Ein sozialpsychologischer Erklärungsansatz von Brand Behavior", in: Tomczak, T., Esch, F.-R., Kernstock, J. & Herrmann, A. (Hrsg.), *Behavioral Branding - Wie Mitarbeiterverhalten die Marke stärkt*, 2. Aufl., Wiesbaden: Gabler, p. 47-64.

Business report, brochure, catalogue, etc.

Name of the entrepreneur / the publishing institution (year of publication): *Title of the article*, publishing location: publisher (if known).

Beispiel: UBS (2007): *annual report 2006*, Zürich.

Articles from scientific conferences

Last name(s), initials of the first name (year of publication): „Title of the Article“, Name of the conference, place of the conference, page number (if declared).

Example: Appelhoff, D. & Brettel, M. (2012): „Antecedents Of Conflict In The Entrepreneur-Investor Relationship: An Effectuation Perspective“, *Babson College Entrepreneurship Research Conference (BCERC)*, Fort Worth, Texas.

Internet sources

1. Case: name known:

Last name(s), initials of the first name or name of the organization (year of publication) (if declared and as exact as possible): title of the page, URL, date of the access.

Example 1: Schroiff, H.-W. (2013): Successful Marketing: In Aachen praiseworthy, <https://www.aachener-zeitung.de/mobile/lokales/region/gelungene-s-marketing-in-aachen-preiswuerdig-1.660116>, access on 06.11.2013.

Example 2: Statistisches Bundesamt (2011): Bevölkerung. URL: <https://www.destatis.de/DE/ZahlenFakten/GesellschaftStaat/Bevoelkerung/Bevoelkerungsstand/Aktuell.html>, abgerufen am 02.06.2013.

2. Case: name unknown:

Instead of Name: o.V. (year of publication)

Example 3: o.V. (2013): Wie B2B-Marketer ihre Position im Unternehmen stärken können. URL: http://www.haufe.de/marketing-vertrieb/dialogmarketing/wie-b2b-marketer-ihre-position-im-unternehmen-staerken-koennen_126_195020.html, abgerufen am 30.05.2014

All quoted websites should be saved and available to present to your mentor on demand.

5.3 Special cases

If referring to accounting standards, especially Anglo-American embossed institutions (e.g. Statements of IASC or of FASB), you should name the mentioned statements, opinions or exposure drafts by the generally used short cuts, including the correct relevant paragraph or section.

Example: cf. IAS 16.8.

If you work with laws or regulations as well as references on administrative instructions in your thesis, you should include an own register for laws, regulations and administrative instructions and place it ahead your bibliography. In this register the used laws etc. should be listed with full designation, citation and edition.

You should always work with the latest edition of the legal code. If you use an older version, you have to include both into your register.

For example, the following sources should be incorporated:

- Official messages, edicts, regulations, circulars etc. (e. g. administrative instructions of the federal ministry of Finance),
- Documents of the legislative preliminary studies and the legislative procedure as well as assessments, drafts therefor etc. (e.g. government draft concerning a new law),
- Bylaws and constitution of a club, association as well as rules of order

The sources in the register are arranged in alphabetical order respective to the names of the sources.

Declaration of the legal text in the registry:

Name of the law (short cut, if usual), year of the publication in brackets, full name of the law suiting the official publication, date of the law ("from..."), if you refer to a changed version state the date (e. g. "In the version from ..."), the word "in:", Name of the finding place (short cut, if usual), year of publication of the finding place, as appropriate volume, part etc., first page or column.

Example 1: HGB (1985): Handelsgesetzbuch vom 10.5.1897 (RGB I. S. 219) mit allen späteren Änderungen einschließlich der Änderungen durch das Bilanzrichtlinien-Gesetz vom 19.12.1985, in: BGBl. I, S. 2355. Seite 12

Example 2: HGB (1994): Handelsgesetzbuch vom 10.5.1897 (RGB I. S. 219) mit allen späteren Änderungen einschließlich der Änderung durch das Einführungsgesetz zur Insolvenzverordnung (EGInsG) vom 5.10.1994, in: BGBl. I, S. 2911.

In the **verdict registry** you should list the used adjustments sorted by courts chronological. Additionally to the adjustments you have to state the court, the file reference, the date of the adjustment and the place of finding. The content of the heading depends on the sorts of listed sources in the register. A breakdown on different types of sources is not necessary in general.

A neat arrangement are vertical columns containing:

Name of the court (short cut if usual), year of the publication in brackets, the short cut „v.“, date of the publication, file reference, name of the place of finding (short cut if usual), year of publication, as appropriate volume, part etc., first page or column of the decision text.

Example: BFH (1988a) v. 28.4.1988 IV R 150/78 BStBl. 1988 II p. 829.
BFH (1988b) v. 18.5.1988 II R 1/85 BStBl. 1988 II p. 822.
BFH (1988c) v. 27.7.1988 I R 104/84 BStBl. 1989 II p. 274.

6 Evaluation Criterias

During the work on your thesis you should pay attention on the following aspects:

Topic coverage

- Clear and obvious phrasing of research question and purpose
- Correct and complete coverage of your subject
- scientific demand
- Actuality and practical relevance

☐
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Structuring

- Understandable and meaningful structure
- Recognizability of a compelling and logical train of thoughts
- Scientifically sound selection and correct implementation of the used research methods
- Resonable and similarly choosen headlines (as short and meaningful as possible)
- Compliance of structure headlines and content

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Literature foundation and literature evaluation

- Processing of a quantitatively and qualitatively suitable literature basis
- Usage of state-of-the-art scientific literature
- Scientifically sound procedure by tagging foreign sources accurately and by including a complete bibliography (among others: do you have indicated the corresponding page numbers after every quotation?)
- Have you proven all statements in the text with at least one source?
- Correct quotation procedure as well as declaration of all used sources in the text in you bibliography (and the other way around)

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☐
☐
☐

Compliance to all formalities

- Propriety of the formal guidelines (chapter 3,4)
- Correct usage of the rules of spelling and punctuation (among others: all double spaces have to be removed, search by „Ctrl+F“ and submission of a double space)

☐

☐
☐

- Compliance to the demanded page extent ☐
- Availability and correct creation of all necessary registers ☐
- Clear and neat display ☐
- Illustrations in sufficient picture quality and easy readable captions ☐
- Do all illustration and charts you refer to in the text really exist and do they all have the correct caption/numeration? ☐
- Does your layout match the guidelines (spacing etc.)? ☐

Content and line of argumentation

- Appropriate definitions ☐
- Logic of the line of thoughts ☐
- Dissipation of statements and findings within the explanation context ☐
- Avoidance of jumps in the line of argumentation and of contradictions ☐
- Critical discussion of different points of view ☐
- Substantiated development of problem-solving approaches taken from science, practice as well as own suggestions ☐
- Revealing of existing and remaining issues ☐
- Critical discussion of the views taken from literature and practice as well as own suggestions ☐
- Sufficient and critical closer examination of different points of view and methods ☐
- Consistency of literature and empirical studies: are all important facts of the theoretical part involved in the empiric study and are all considered points of the empirical part explained in the theoretical section? ☐
- Academic level of language: economically and terminologically correct statements ☐
- Improvement of the validity of the work by qualitatively appealing graphic amendments, tabular outlines and summaries (but sparing usage of illustrations and charts) ☐

The issues „subject capture“, „structuring“, „literature foundation and literature evaluation“ and „compliance to all formalities“ are a basic requirement for a high quality final

thesis, whereas “Content and line of argumentation” constitutes the main valuation aspect. **The weighting of the single aspects depends on the specification of each thesis.**

7 Further Literature

Sesink, W. (2012): Einführung in das wissenschaftliche Arbeiten: inklusive E- Learning, Web-Recherche, digitale Präsentation u.a., 9. Aufl., München: Oldenburg Wissenschaftsverlag GmbH.

Brink, A. (2013): Anfertigung wissenschaftlicher Arbeiten: Ein Prozessorientierter Leitfaden zur Erstellung von Bachelor- Master- und Diplomarbeiten, 5. überarbeitete und aktualisierte Aufl., Wiesbaden: Springer Gabler.

Appendix

Attachment 1: Front page final paper (blue typeface = placeholder)

Bachelor thesis

For the attainment of a Bachelor of Science (B.Sc.)
zur Erlangung des Grades Bachelor of Science (B.Sc.)

Title of the work

– Subtitle of the work –

Mentor: Univ.-Prof. Dr. first name lastname
Assistent to the mentor: Dipl.-Kfm. Max Mustermann, M.Sc.

Submitted at the
Rheinisch-Westfälischen Technischen Hochschule Aachen
– Chair of the TIME Research Area –

from: Tim E. Research
Templergraben 55
52062 Aachen
Matr.-Nr. 255555

Date of release: 18.04.2014

Attachement 2: Front page seminar paper (**blue typeface** = placeholder)

Lecture

As part of a
Economic seminar in WS 2013/2014

Subject:
Title of subject

Issue of interest/worked on issue:
Title of the worked on issue

Mentor: Univ.-Prof. Dr. Vorname Nachname
Assistent to the mentor: Martina Musterfrau

Submitted at the
Rheinisch-Westfälischen Technischen Hochschule Aachen
– Chair of TIME Research Area –

from: Tim E. Research
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Date of release: 18.04.2014

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Attachment 5: Short cut register

Short cut register

B2B	Business to Business
CEO	Chief Executive Officer
CI	Corporate Identity
CRM	Customer Relationship Management
ECR	Efficient Consumer Response
F & E	R&D Services

Attachment 6: source and literature bibliography

literature bibliography

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Attachment 7: Affirmation

Eidesstattliche Versicherung bei Abschlussarbeiten, § 18

Abs. 1 S. 4 ÜPO

Da die mit den Abschlussarbeiten abzugebende eidesstattliche Versicherung zur Prüfungsakte gehört und entsprechend archiviert werden muss, wurde in § 18 Abs. 1 S. 4 ÜPO aufgenommen, dass die eidesstattliche Versicherung mit der Arbeit gesondert einzureichen und zur Prüfungsakte zu nehmen ist. Die eidesstattliche Versicherung muss also nicht mehr in die Arbeit eingebunden werden.

Affirmation

Hereby I assure that I wrote the present work by my own without usage of other as the given aids and appliances. All parts which are literally or roughly taken out of published or not published works are marked as those. The work in an equal or similar form has not be handed in as examination paper yet.

Signature of the author

Aachen, 31.03.2016

- Tim E. Research -