<Title of the Master Thesis>

Master Thesis submitted in fulfillment of the Degree

Master of Business Administration

in <Study program>

Submitted to <Name of the Supervisor>

<Name of the Author>

<Student number>

Vienna, February 16, 2019

AFFIDAVIT

I hereby affirm that this Master's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

_____ \ \ \ \ \ \ _____

Date \ Signature

ABSTRACT

A short summary of your thesis, describing the background, your objectives and the most important outcomes, it may also include some of the conclusions of your thesis. This template gives an example of how you may organize your thesis, which can be a challenge in itself considering the scope of the project that you now are embarking on. Bear in mind that it is only a suggestion, and that you should adapt this template in the way that you think suits your thesis the best. This template is based on the structure of completed master theses of high standard. The formatting applied to this template is an ex-ample of how you should format your thesis (e.g. use of headings, tables that you need to include etc.)

ACKNOWLEDGMENTS (OPTIONAL)

A list of institutions and people who may have contributed to your thesis, which you think deserve a mention under this heading.

Table of Contents

List of Figures

List of Tables

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LIST OF ABBREVIATIONS

APA   American Psychology Association
MU   MODUL University

1. INTRODUCTION

1.1. Context and previous research

An intro that will lead into the theoretical framework which follows in the next chapter.

1.2. Headings

Headings structure a text and demonstrate the importance of individual sections. Different levels of structure must be indicated by different heading levels. Paragraphs that are of equal importance receive headings of the same level.

1.2.1. Creating headings

The headings in this chapter as well as the other chapters will largely be dependent on your research. The introductory chapter serves as a presentation and an overview of your thesis. You need to make the reader familiar with the topics that you will investigate, and prepare him/her for what is forthcoming throughout the next chapters.

1.3. Formatting throughout the thesis

This section will describe the formatting that should be applied throughout the thesis.

1.3.1. Fonts and alignment

The font used should be consistent throughout the thesis. The default font for LaTeX is Calibri (11pt) which is accepted, as well as other sans fonts such as Arial and Helvetica (11pt). Paragraphs should always be separated with a line break (but not with a blank line), and the text should be justified.

1.3.2. Margins and spacing

The margins preferred for the thesis are defaults in LaTeX

- Left and right margins: 1 inch (2.5 cm)

- Top and bottom margins: 1 inch (2.5 cm)

- Back margin: 0.4 inches (1 cm)

The thesis should have line spacing of: "Multiple 1.3" and a spacing before each paragraph of 12 pt.

1.3.3. Page numbering and printing

Pages should be numbered throughout the thesis. The page number is on even pages left aligned, on uneven pages right aligned. The thesis should be printed on both sides to save paper.

1.3.4. Referencing in text/citation

The thesis should be fully referenced, and any material used without providing a reference is considered as plagiarism. To see the university guidelines on plagiarism, please go to http://www.modul.ac.at/sites/modul/files/Plagiarism.pdf.

Direct, literal citation is always reproduced to the letter and set in "quotation marks." As a general rule, longer citations are – if they are absolutely necessary – formatted differently for a better accentuation and displayed with an indent. Indirect, analogous reference to citations ("paraphrases") must also be labeled (mainly with "cf."), since it involves an external body of thought despite there being a description in your own words.

The following list serves as a guideline about how to quote different sources using APA formatting. This system does not use footnotes, but it offers a brief note in the text about where the information comes from.

The work of an individual author:

... previous pre-occupation with this phenomenon (Müller, 1954)...

... Müller (1954) already dealt with this phenomenon ...

A particular page or pages should be specified:

... Kristofferson (1990, p. 268) offers an alternative explanation...

... An alternative explanation is offered by Kristofferson (1990, pp. 268-70)....

The work of two authors:

...further analysis (Schmid & Maier, 1973)...

...according to Schmid & Maier (1973),..

The work of several authors:

Only the name of the first author is stated, followed by "et al." and the year

... Maier et al. (1981)

Several works of different authors:

...This interpretation is disputed by several scholars (O'Keefe 1988; Joye 1989).

Two different works of the same author:

... Parton (1991a; 1991b) has carried out a number of research projects which reinforce these findings.

... Parton (1991; 1996) has carried out a number of research projects which reinforce these findings.

Secondary Citations: In the case of secondary citations, the original source is no longer available or accessible. The citation belonging to the author of the original research paper that is no longer avail-able appears in the text followed by parentheses or if this citation is already in parentheses, after a comma followed by the note "cited by" and details of the respective source that is available to the author. However, the original work that is not present must be cited in the bibliography.

... Müller (1954, cited by Barnabas, 1960)

... (Müller, 1954, cited by Barnabas, 1960)

Internet references: The main rule to remember is that the citation should be matched to the reference in the bibliography. Thus, the citation should be made using the name/organization which is displayed in the bibliography.

... (World Tourism Organisation, 2009).

1.4. Research aims and objectives (and hypotheses if applicable)

Aims and objectives should be clearly stated.

1.5. Structure of thesis

Under the last heading of the first chapter you should give a short description of the chapter layout of the thesis.

2. LITERATURE REVIEW

2.1. Introduction

Overview of chapter and linking with previous chapter

2.2. Theoretical framework (if applicable)

A diagram showing how the different topics within the literature relate, and how they come together in your research.

2.3. First relevant topic within literature

2.3.1. Sub-topic

2.3.2. Sub-topic

2.4. Second relevant topic... etc

Etc. . . the number of relevant topics and sub-topics will vary depending on the nature and scope of your research. What is important to remember is that all relevant topics should be included in the literature review, and serve as an introduction to your research. Later in the thesis you will refer your findings back to relevant literature in this chapter, so it needs to cover all the literature that is of importance to your findings. In addition, you should state how your thesis will contribute to the current knowledge, either by making this explicit under a separate heading or by mentioning the contribution of the thesis throughout the chapter where relevant additions will be made.

2.5. Conclusion

Short summary and link to next chapter

3. METHODOLOGY

3.1. Introduction

Overview of chapter and linking with previous chapter.

3.2. Selection of methodology

Relevant factors which led you to choose this methodology and mention of methods used in previous and relevant research.

3.3. Research instrument

Description of the relevant method for collecting data, such as questionnaire, interview schedules etc. (these should be included in the APPENDICES section).

3.4. Selection of study site (if applicable)

3.5. Pilot tests (if applicable)

3.6. Sampling procedures (if applicable)

3.7. Data analysis

Overview of methods used for analyzing the data, relevant analyses, description of stages in the analysis etc.

3.8. Other relevant topics and headings

3.9. Conclusion

Short summary and link to next chapter

4. RESULTS AND DISCUSSION

4.1. Introduction

Overview of chapter and linking with previous chapter.

4.2. Visual presentation of the findings

Findings should be grouped together under relevant headings and discussed accordingly. This means that they should be interpreted and be put into the context of previous literature, and findings from other related research. The findings can be presented in a number of ways, including tables, graphs, text descriptions and figures. The presentation should be able to communicate the most important aspect of your findings.

One thing to remember: the figures, tables and graphs should be clearly labeled, numbered and referred to in the text. To achieve a numbering which is consistent throughout the thesis you can use captions, and to make it look more professional it is advisable to use the chapter number in the numeration of your visual presentations.

4.3. Tables

4.4. Usage of tables

- The document will be used to look up individual values.
- The document will be used to compare individual values.
- Precise values are required.
- The quantitative information to be communicated involves more than one unit of measures.

Country of residence	Unique visitors at www.tourism.tallinn.ee/surveys	Unique respondents	Response rate (%)	Partial ratio of unique respondents (%)
Finland	11	111	111	111
Great Britain	287	92	32	12.0
USA	269	85	32	11.1
Germany	166	39	23	5.1
Norway	166	33	20	4.3
Russia	132	29	22	3.8
Sweden	114	47	41	6.1
Italy	81	26	32	3.4
Lithuania	63	23	37	3.0
Latvia	63	27	43	3.5
Spain	49	16	33	2.1
Denmark	42	21	50	2.7
Holland	39	17	44	2.2
France	37	11	30	1.4
Belgium	30	13	43	1.7
Austria	26	16	62	2.1
Poland	22	4	18	0.5
Japan	15	2	13	1.3
Ireland	10	10	100	1.3
China	9	2	22	0.3
Other in Europe	217	54	25	7.0
Other outside Europe	354	81	23	10.5
Total:	**2.515**	**769**		

Table 4.1.: Response Rate, Source: Tsirk, 2009

4.5. Example of a good table

4.6. Graphs or figures

Graphs and figures are used to give a compact overview of material. Indeed, each graph and figure is a component of the paper; however, a chart should be understandable on its own terms. For this reason, all abbreviations (apart from the usual statistical abbreviations) must be explained and the unit of measurement stated. The presentation of all charts should be consistent throughout, but the way in which you format your tables is up to you.

4.7. Usage of figures

- The message is contained in the shape of the values
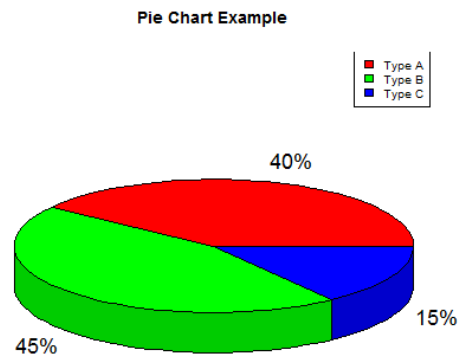- The document will be used to reveal relationships among multiple values

4.8. Examples

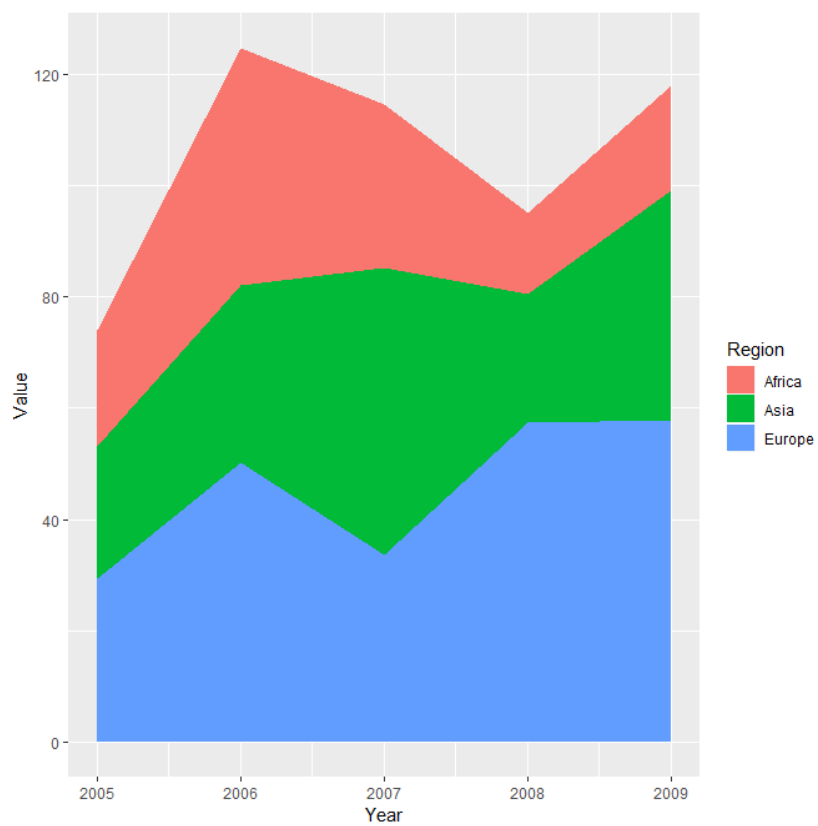Figure 4.1.: Example Pie Chart

Figure 4.2.: Example Area Chart

4.9. Qualitative research

This necessitates the use of text description. Although content analysis may produce quantitative results which may be displayed using graphs or tables, quotes from qualitative research are important to support your arguments.

4.9.1. Examples of figures created from content analysis

4.10. Quotations

"Quotations are statements which have been made explicitly by your respondents." "These may be included to highlight specific points that you are making, accompanied by text and interpretation."

4.11. Conclusion

Short summary and link to next chapter

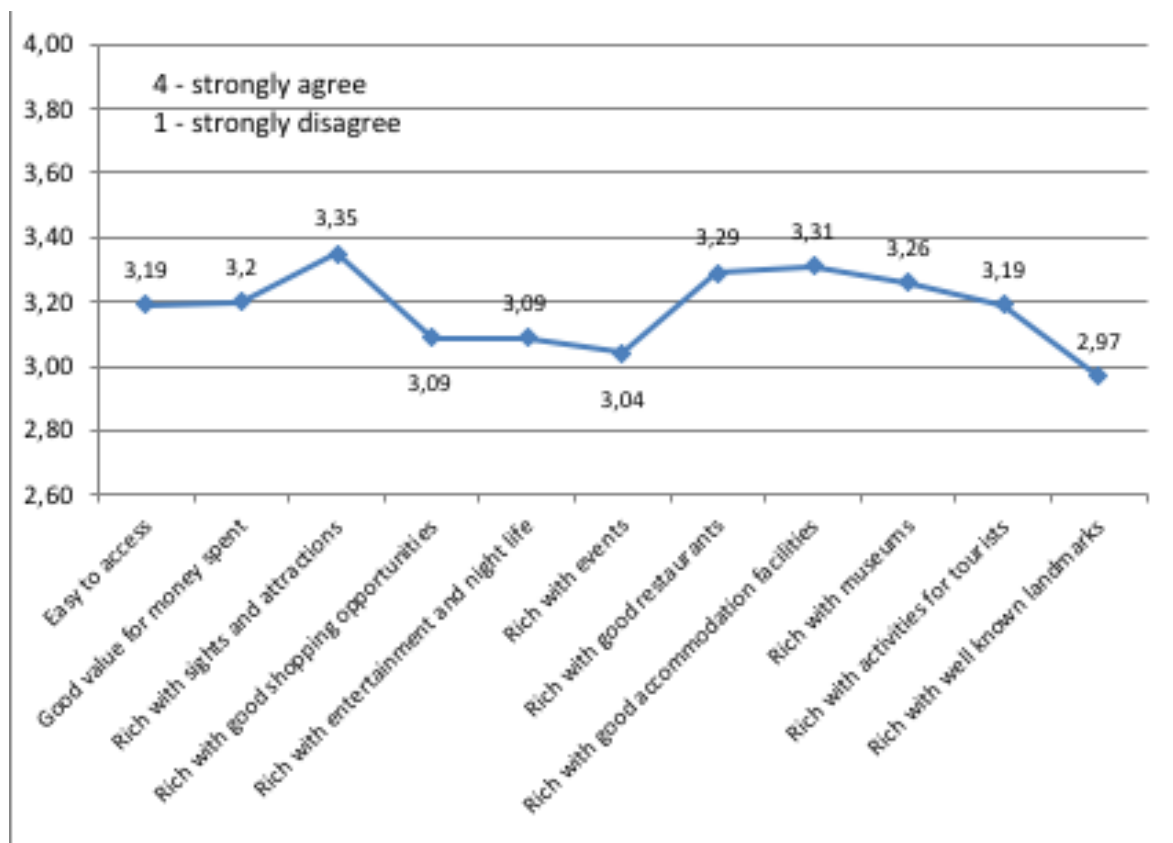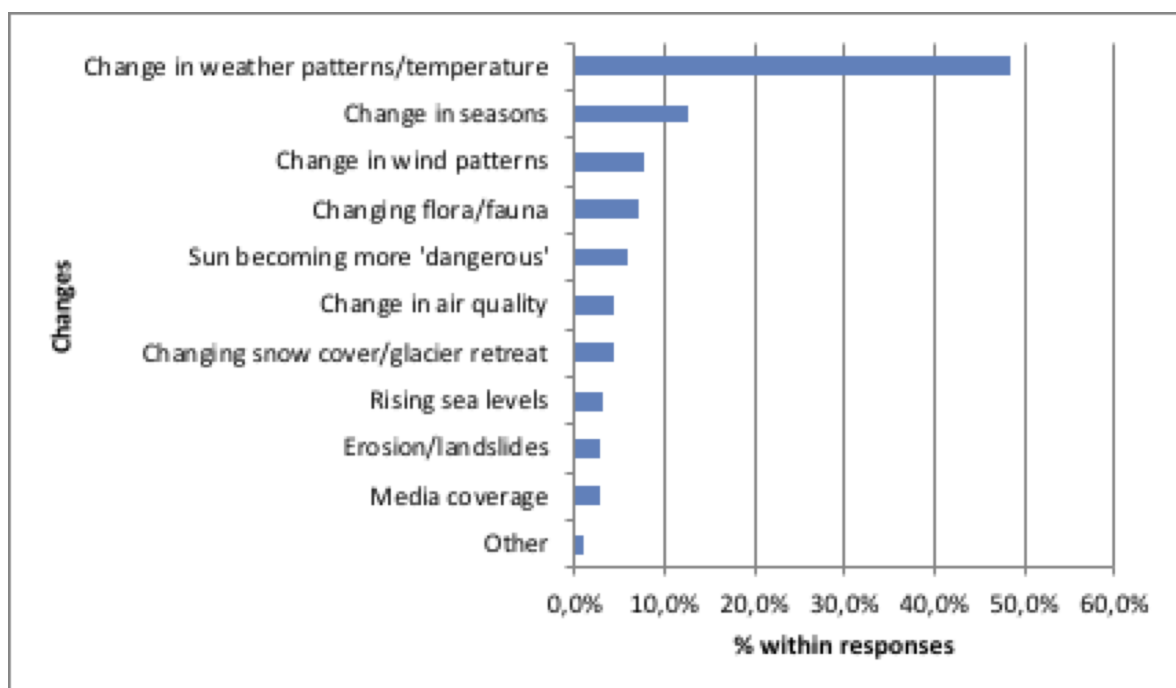Figure 4.3.: Evaluation of the Image Attributes, Source: Tsirk, 2009

Figure 4.4.: Changes to the environment observed by the Respondents

5. CONCLUSION

You can adjust the headings of this section (or avoid them altogether) according to your document structure and findings.

5.1. Summary

5.2. Contribution to knowledge

5.3. Implications for relevant stakeholders

5.4. Future research

6. BIBLIOGRAPHY DESCRIPTION

Use APA (American Psychology Association) style formatting for your references. The guidelines for how to do this can be found at http://www.apastyle.org/.

The bibliography at the end of the paper contains the necessary information for the read-er so that he/she can identify the sources cited in the paper and be able to find them in the library. Only the works that are referred to in the text should be included in the bibliography. Each source referenced in the text must be listed in the bibliography and vice-versa. Therefore, one must carefully examine whether each reference is presented in both places and that the source referenced in the text corresponds with its presentation in the bibliography. Data from the bibliography must be cited by means of a uniform method of citation and in alphabetical order. The bibliography should be single spaced. The first line in the reference should have a normal position; any consecutive lines should be indented (see examples below). A possible way of organizing citation of the sources from the bibliography could look like this:

6.1. Books

Author(s) (year). 'Book title.' Place of publication: Publisher. Authors' names: Surname, first name Initials. In the case of more than two authors, these are separated by commas. Examples: Fowler, H.W. (1948). 'A Dictionary of Modern English Usage.' Oxford: Oxford University Press. Daniels, T.D and Spiker, B.K. (1987). 'Perspectives on Organizational Communication.' Dubuque, Iowa: Brown Publishers. Silverman, D., Exampleman, C. U. and Yippieman, G. (2004). 'Qualitative Research: Exam-ple for the MBA Template.' London : SANGER Publications

6.2. Book chapters

Author(s) (year). 'Chapter Title.' In Author(s) (Eds.), 'Book Title' (pages). Place of publication: Publisher. Example: Exampleman, C. U. (2008). Writing a Decent MBA Thesis. In Yippieman, G. and 0Choicebro, W. S. (Eds.), 'A Book about Thesis Writing.' (pp. 123-175). New York: AMN Publications.

6.3. Journals

Authors(s) (year) Article name. Journal Volume (Number) Page numbers. Example: Dahle, T.L. (1954) 'An Objective and Comparative Study of Five Methods of Transmitting Information from Management to Business and Industrial Employees.' Speech Mono-graphs 21 (1) pp. 21-28.

6.4. Dissertations

Instead of publication data – place of publication and publisher – the following data is listed: unpublished dissertation. Place: university. Example: Yippieman, C. U. (2009) 'The Relationship between Good Referencing and Good Grades.' Unpublished dissertation. Vienna: MODUL University Vienna.

6.5. Articles from the Internet

Only reliable sources can be used as references for a work of this quality. Unauthorised websites include Wikipedia, private blogs, and any other websites which are open for moderation by the public. Articles from the internet should be referenced in the following manner, void of hyper-links: Known authors: Author(s) (year). 'Title of Article.' Available: http://www.url.com – retrieved on: Day Month. Year.

Example: Erkman, L. P. (2001). 'An extremely interesting account of Malaysian fireflies in Thailand.' Available: http://www.firefluies.org - retrieved on: 5 Dec. 2009. Unknown authors: Owners of website (year). Title of article. Available: http://www.url.com – retrieved on: 5 Dec. 2009. Example: World Tourism Organisation (2010). 'About us.' Available: http://www.unwto.org/aboutwto/index.php - retrieved on: 15 Feb. 2010

6.6. Personal communication

If you are referencing a professor, or if you otherwise have been in direct contact with a professional within the field which you are researching, this communication should be referenced as follows: Last name, Initials. (year). Personal communication. Place: Day Month. Example: Tribe. J. (2010) Personal communication. Surrey, 5 April. (Source: Victoria University of Wellington, 2009).

6.7. Newspaper articles

Known author: Author(s) (Year, Date of Publication). 'Article Title.' Newspaper Title. Page numbers. Example: Seifert T. (2010, 16 Oct.). 'Obama hat bereits gewonnen – im Internet.' Die Presse. 2. Unknown author: Name of newspaper (year and date) 'Title of article,' Page numbers. Example: Derby Evening Mail (2009, 7 July) 'Environmental Award for Toyota.' p. 3

6.8. Conference Papers

Author(s). (year). Title of paper. Paper presented at name of conference, place, Month. Example: Fischer, J. (2007) Current Issues in the Interdisciplinary Research Field of Climate Change and Tourism. Paper presented at the European Tourism and the Environment Confer-ence "Promotion and Protection, Achieving the Balance," Dublin, September.

Bibliography

Author. (2000). *Book title*. Place of publication: Publisher.

D. Silverman, C. U. E., & Yippieman, G. (2004). *Qualitative research: Example for the mba template.* London: SANGER Publications.

Daniels, T., & Spiker, B. (1987). *Perspectives on organizational communication.* Dubuque, Iowa: Brown Publishers.

Fowler, H. W., & Gowers, E. (1983). *A dictionary of modern english usage / by h.w. fowler* (2nd ed., repr. with corrections / revised by Sir Ernest Gowers.). Oxford University Press Oxford.

A. APPENDICES

Appendices contain material that is too large for inclusion in the text or would interrupt the flow of the presentation if it were to be cited in detail. Such texts include the minutes of a meeting, questionnaires, interview outlines and records and the like. References to material in the appendix are indicated by the word appendix and a capital letter beginning with A in the reference sequence in the text. Each appendix begins on a new sheet.

A.1. Appendix 1: Information sheet

<body text>