

 UNIVERSITÄT SIEGEN	<b>Fakultät Wirtschaftswissenschaften, Wirtschaftsinformatik und Wirtschaftsrecht</b>	<b>Faculty III:</b> Chair of Service Development in SMEs and Crafts
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## Guideline for scientific writing

Dear students,

this guideline shall help you to write a scientific paper at the chair of service development in SMEs and crafts. The here presented rules are seen as binding. If you have questions concerning the specifications of this guideline, please contact us.

Good luck with your upcoming scientific works!

Your chair of service development in SMEs and crafts

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## **1. Aim of a scientific paper**

In creating a scientific paper the student shall show that he/she is able to prepare a complex problem on base of scientific means in a given period of time. It is mandatory to work out the required facts independently, sort and restructure them to show the context and bring out new findings. Thereby, the focus is on the argumentation, abstraction and on transfer. Scientific papers should be orientated on the understanding of the reader. Lengthiness and distractions should be strictly avoided in order to keep up the central theme and structure. The framework is given by a limited extend of the paper and limited time.

## **2. Style sheet for creation of scientific papers**

For creating a scientific paper (seminar works, bachelor, master and diploma thesis) at the chair of service development in SMEs and crafts the use of the style sheet is compulsory. This can be found on our website. For using the style sheet correctly, please read this guideline completely. Afterwards you can start your work by filling in the cover. Save the text with a freely chosen file name and go on writing your work as you are used to. Therefore, you only use the formatting (incl. figures, tables, structure, bibliography) of the style sheet.

## **3. Structure**

The paper has to begin with the structure. Therefore, you should note the following:

- No bullet with only one sub item (i.e. if you use 1.1., there has to follow 1.2., not 2.x)
- Headings may not be equal to the term describing your topic
- Do not forget the page number
- Use the styles "Heading 1-3" for the headings according to the level of structure

## **4. Format**

Formatting of a scientific paper is to be done according to the style sheet of the chair of service development in SMEs and crafts. Changes to the style sheet (font, width of the page, etc.) are not allowed in order to promote to the comparison of different papers.

The style sheet contains the following orders of formatting:

- margins: left 3.5 cm, right 2.5 cm, top 2.5 cm, bottom 2.5 cm
- font: Arial, size: 11, line spacing: 1.5-spaced
- annotations/footnotes: size 10, single-spaced
- headings: Arial 11 (bold), no underlining

## 5. Extend

The number of pages account for:

- seminar works: 15 pages
- bachelor thesis: 40 pages
- master thesis: 60 pages
- diploma thesis: 60 pages

These numbers refer to the pure amount of text (i.e. excluding structure, indices, attachment).

## 6. Style of quotations

At the chair of service development in SMEs and crafts American style of quotations is obligatory. For creating the bibliography we recommend the use of the reference management program Citavi (Windows) or Zotero (Mac), which can be received online.

### 6.1. Quoting within the text

The following short form of the literature is to be used within the text:

(author, year, page)

When citing a work of two authors always indicate both of them. In the case a volume is written by three to five authors, list all of them for the first time the quote appears. In the following quotations of the source only name the first author and add "et al.". If there is six or more authors only name the first followed by "et al.".

Example two authors: (Neubäumer, & Bellmann, 1999, p. 10)

Example three authors, first mentioning: (Chrisman, Chua, & Litz, 2004, p. 347)

second mentioning: (Chrisman et al., 2004, p. 347)

Please indicate the time instead of the page for media data:

(author, year, time)

Example: (Bender, L., & Tarantino, Q., 1994, 1:02:00)

### 6.2. Quoting in the bibliography

In the bibliography at the end of your paper, please state the complete bibliographical reference. This style of quoting is to be used for all books, articles and discussion/working papers.

**Example book:** Milgrom, P., Roberts, J. (1992). Economics, Organization and Management. Englewood Cliffs: Prentice-Hall.

If there are eight or more authors only name the first six followed by three dots and then the last one: Carter, A., Dougherty, S., Addington, M., Stanley, R., Stanley, C., Schuffler, G., . . . Smyrna, B. F. (2004). Title: Subtitle. City: Publisher.

**Example miscellany book:** Neubäumer, R., & Bellmann, L. (1999). Ausbildungsintensität und Ausbildungsbeteiligung von Betrieben: Theoretische und empirische Ergebnisse auf Basis des IAB Betriebspanels 1997. In L. Beer, B. Frick, R. Neubäumer, & G. Sesselmeier (Ed.), Die wirtschaftlichen Folgen von Aus- und Weiterbildung (S. 9-41). München: Mering.

**Example article in a journal:** Asch, B.J., & Warner, J.T. (2001). A Theory of Compensation and Personnel Policy in Hierarchical Organizations with Application to the United States Military. *Journal of Labor Economics*, 19 (2), 523-562.

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In case there is a DOI: Asch, B.J., & Warner, J.T. (2001). A Theory of Compensation and Personnel Policy in Hierarchical Organizations with Application to the United States Military. *Journal of Labor Economics*, 19 (2), 523-562. doi: 10.1086/322072

**Example discussion paper:** Schroter, J., & Skyt Nielsen, H. (2006). Is there a Causal Effect of High School Math on Labor Market Outcomes?. *IZA discussion paper* No. 2357.

In American quotation style indirect quotations do not need a notation as “compare” or the German “vergleiche”; direct quotes are indicated by quotation marks at the beginning and ending. Use the style sheet for the bibliography.

## 7. Other media to be quoted differently

For quoting from internet American quotation style with the following short form is to be used within the text:

(author/organisation, date of request)

Example: (Fisher, 09.01.1998) or (DIW, 02.02.2000)

Example: Fisher, R.: What Are the Research Standards for Full Professor of Finance? In: [http://www.cob.ohio\\_state/~fin/journal/archive\\_papers/ms5533.pdf](http://www.cob.ohio_state/~fin/journal/archive_papers/ms5533.pdf) from 09.01.1998.

Example: Deutsches Institut für Wirtschaft (DIW): Übersicht über die Arbeitskosten. In: [www.diw.de/publ.html](http://www.diw.de/publ.html) vom 02.02.2000.

## **E-Book**

Autor, A.A.. (year). Title [E-Reader Version]. Retrieved from <http://xxxx> oder doi:xxxx

Eggers, D. (2008). The circle [Kindle Version]. Retrieved from <http://www.amazon.com/>

## **Film**

Producer, A.A. (producer), & Director, A.A. (director). (year of publication). Title of the movie [motion picture]. Country of origin: Studio

Example: Bender, L. (producer), & Tarantino, Q. (director). (1994). Pulp fiction [motion picture]. United States: Miramax.

## **TV/Radio**

Autor, A.A.(author), & Regisseur, A.A. (director). (year of publication). Title of the episode [TV series episode]. In executive producer, A.A. (executive producer), Title of the TV series. City, Country: Broadcasting Channel.

Example: Kang, K. (author), & Fryman, P. (director). (2006). Slap bet [TV series episode]. In Bays, C. (executive producer), How I met your mother Los Angeles, CA: Columbia Broadcasting System.

## **Internetvideo**

Autor, A.A.. [screenname]. (year of publication). Title of the video [video file]. Retrieved from: <http://xxxxx>

If the real name is not clear only use the screen name without brackets.

Example: Smith, Rick. (20.09.2013). Favre to Moss!. [video file]. Retrieved from: [https://www.youtube.com/watch?v=gOP\\_L6hBjn8](https://www.youtube.com/watch?v=gOP_L6hBjn8)

## **Interviews**

Personal interviews are not listed in the bibliography, because they are no general accessible sources. Therefore, please append the transcript to the electronical version of your paper (due to the length this is not necessary in the print version). In the text this has to be marked as well:

(Interview abbreviation according to specification, line X-X)

Example: (304.002\_pre, line 7-11)

If you have to cite an external interview use the following norm:

Author, A.A.. (date). Type of interview.

Example: Marino, B. (18. Oktober 2014). Personal interview.

## **8. Plagiarism**

Every thought that is used from another work is to be presented as such. Otherwise it counts as plagiarism. The following cases are examples of different kinds of plagiarism:

- a. The writer presents a work in his own name that was made for him by another person ("ghostwriter").
- b. The writer presents a work in his own name that was made and is owned by another person (full plagiarism).
- c. The writer presents the same work (or parts of it) for different examination or seminar papers (self plagiarism).
- d. The writer translates a text from another language and presents it as his own without references (translation plagiarism).
- e. The writer adopts text fragments from another work without indicating by quotation. This includes the use of text fragments from the internet without references.
- f. The writer adopts text fragments from another work, but makes small changes and paraphrases without indicating by quotation.
- g. The writer adopts text fragments from another work, maybe paraphrased, quoting the source, but not in the exact context (example: hiding the source of the plagiarism in a footnote at the end of the work).

## **9. Figures and tables**

All figures and tables have to be consecutively numbered adding a legend containing heading and source (font: Arial, size: 10, bold). Figures must be indicated by a simple black frame (strength: 0,75). Scanning of figures is not permitted, i.e. every figure and table has to be newly created. Important figures and tables belong to the text; background information can be set in the appendix.

## **10. Filing**

- Seminar works and home works: unbound with filing strip
- Bachelor, master and diploma thesis: bound with hard cover respectively according to the preferences of the examination office

## **11. Way of handing in**

For the number of copies the following holds:

- Seminar works and home works: number of hosts plus one for the secretariat, that will be available for every participant of the seminar who wants to copy it
- The bachelor thesis has to be provided twice to the leader of the examination board of faculty III ([Prüfungsordnung Bachelor](#)).
- The master thesis has to be provided twice to the leader of the examination board of faculty III ([Prüfungsordnung Master](#)).
- The diploma thesis has to be provided twice to the leader of the examination board of faculty III ([Diplomprüfungsordnung](#))

Note: Keep in mind that you will not get these copies back. If you want to keep one for yourself you have to print that additionally. Furthermore, every scientific work has to be submitted electronically, too. Home works can be sent by e-mail to the advisor as a Word document with the file name "last name, first name". Additionally, a semester, bachelor or master thesis has to be copied on CD.

## 12. Stylistics

Avoid expressions like "In the following I would like to show(...)"

Better: "In the following it is shown(...)". Single (short) sentences should not be divided into different paragraphs. Also under every headline there should be more than just one (short) sentence.

## 13. Executive Summary

The paper should begin with an executive summary of maximum one page, which contains the research question, the main arguments and the quintessence. An executive summary is not an abstract of the text.

## 14. Data und do-files

If it is an empirical work, data and data preparation data have to be handed in on an electronic device. The data procession and data analysis have to be documented in do-files and a txt-file comprehensible and reproducible for third parties. Additionally, a do-file is necessary, which documents every step from beginning to ending, documenting all results (master-do-file).

## 15. Submission of statutory declaration

Along with the scientific paper a statutory declaration has to be handed in which says that the work was set up independently. This declaration is handed in as the last page.





Statutory declaration

Hereby I ensure that I have set up the work independently with nothing, but the stated references and tools, in particular no other than the stated sources from the internet.

I have read and understood the paragraphs regarding attempts of deception of the examination regulations.

I agree that my work is saved for the purpose of investigations of plagiarism. I assure that the electronical version is identical to the printed version.

Siegen, XX.XX.20XX

.....

Signature