

## Guidelines for Academic Papers

Dear Students,

This guideline is intended to assist you in the preparation of a written academic paper at the Chair of Service Development in SMEs and Crafts. The instructions presented here constitute binding guidelines. Should you have any further questions or uncertainties regarding the requirements outlined in this guideline, please feel free to contact us.

Good luck with your future academic work!

Your team at the Chair of Service Development in SMEs and Crafts

## Table of Content

1. OBJECTIVE OF AN ACADEMIC PAPER.....	1
2. FORMATTING TEMPLATE FOR PREPARING ACADEMIC PAPERS .....	1
3. STRUCTURE .....	1
4. FORMAT .....	2
5. SCOPE .....	2
6. CITATION STYLE.....	2
6.1. IN-TEXT CITATION .....	3
6.2. CITATION IN THE BIBLIOGRAPHY .....	3
7. OTHER MEDIA CITED DIFFERENTLY .....	4
8. PLAGIARISM.....	5
9. FIGURES AND TABLES .....	5
10. BINDING .....	5
11. SUBMISSION FORMAT OF THE PAPER .....	6
12. STYLE.....	6
13. EXECUTIVE SUMMARY.....	6
14. DATA UND DO-FILES.....	7
15. TEMPLATE FOR THE STATUTORY DECLARATION .....	7

## 1. Objective of an Academic Paper

The purpose of preparing an academic paper is to demonstrate that the student is capable of independently addressing a complex problem using scientific methods within a specified time. It is expected that the facts necessary for addressing the subject matter are independently researched, organized, and thoroughly examined by recognizing interrelationships and following a structured approach—with the aim of generating new insights. The primary focus is on logical argumentation, abstraction skills, and the ability to transfer knowledge. Academic papers should be designed with the reader in mind. Avoid overly lengthy discussions or digressions from the topic; the “red thread” must remain evident. The limited text length and the prescribed time frame provide the framework.

## 2. Formatting Template for Preparing Academic Papers

When writing academic papers (seminar, diploma, bachelor’s, and master’s theses) at the Chair of Service Development in SMEs and Crafts, it is mandatory to use the provided formatting template. You can find this template on our chair’s website.

Please read the guideline carefully first. Then, begin by completing the cover page and save the document under a file name of your choice. For formatting (text, figures, tables, structure, bibliography), use only the provided formatting templates.

## 3. Structure

A structure must be provided at the beginning of the paper. Please observe the following points:

- No section should consist solely of a subpoint (i.e., if there is a point 1.1, it must be followed by point 1.2).
- Chapter headings must not be identical to the wording of the topic.
- Page numbers must not be omitted.
- Use the designated formatting templates “Headings 1-3” for formatting headings according to the structural level.

## 4. Format

The formatting of the paper adheres to the provided formatting template, the strict observance of which is mandatory in order to ensure comparability of the papers. Changes (e.g., font, page width, etc.) are not permitted. Specifications of the formatting **template**:

- Margins: Left 3.5 cm, Right 2.5 cm, Top 2.5 cm, Bottom 2.5 cm
- Font: Arial, 11-point size
- Line Spacing: 1.5 lines
- Footnotes/Notes: 10-point size, single-spaced
- Headings: Arial, 11-point (bold), no underlining

## 5. Scope

The page numbers refer only to the main text (excluding the title page, executive summary, structure, lists, and appendix):

- Seminar papers: 15 pages
- Bachelor theses: 40 pages
- Master theses: 60 pages
- Diploma theses: 60 pages

## 6. Citation Style

At the Chair of Service Development in SMEs and Crafts, the American citation style according to the guidelines of the Publication Manual of the American Psychological Association (APA, 7th edition) is mandatory. For the bibliography, we recommend using reference management programs such as Citavi (Windows) or Zotero (Mac), which are available free of charge.

## 6.1. In-Text Citation

- For works with two authors, both names are cited:
  - (Neubäumer & Bellmann, 1999, p. 10).
- For works with three to five authors:
  - First citation: (Chrisman, Chua & Litz, 2004, p. 347)
  - Subsequent citations: (Chrisman et al., 2004, p. 347).
- For works with six or more authors:
  - (Carter et al., 2004, p. 15).
- For media files, the time stamp is used instead of the page number, e.g.:
  - (Bender & Tarantino, 1994, 1:02:00).

## 6.2. Citation in the Bibliography

Complete source details are listed in the bibliography. The formatting follows APA 7 guidelines and applies to books, collected volumes, journal articles, and working papers.

### Examples:

#### Book:

- Milgrom, P., & Roberts, J. (1992). Economics, organization and management. Prentice-Hall.
- If a source has **eight or more authors**, the first six are listed, followed by ... and the last author: Carter, A., Dougherty, S., Addington, M., Stanley, R., Stanley, C., Schuffler, G., ... Smyrna, B. F. (2004). Titel: Untertitel. Verlag.

#### Collected Volume:

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

**Journal Article:**

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. <https://doi.org/10.1086/322072>

**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). Institute of Labor Economics.

**Additional Guidelines:**

- For paraphrased citations, “cf.” is not used.
- Direct quotes must be enclosed in double quotation marks.
- The bibliography must be formatted using the chair’s designated template.

## 7. Other Media Cited Differently

For citing **Internet sources**, the American citation style with the following abbreviated in-text format is prescribed: (Author or Organization, Access Date).

**Examples:**

- In the text: (Fisher, 09.01.1998) bzw. (DIW, 02.02.2000)
- In the bibliography (Author): Fisher, R. (09.01.1998). *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)
- In the bibliography (Organization): Deutsches Institut für Wirtschaft (DIW) (02.02.2000). *Übersicht über die Arbeitskosten*. In: [www.diw.de/publ.html](http://www.diw.de/publ.html)
- Further example for **E-Books, movies, TV/Radio, videos** and **interviews** are cited in the same way.

## 8. Plagiarism

Every idea taken from an existing work must be properly credited. Plagiarism includes:

- Submitting work created by another person (“ghostwriting”).
- Submitting someone else’s work under one’s own name (complete plagiarism).
- Repeated submission of the same work (self-plagiarism).
- Translating texts from a foreign language without citing the source (translation plagiarism).
- Using text excerpts without proper attribution.
- Paraphrasing without correct source citation.

## 9. Figures and Tables

All figures and tables must be numbered consecutively and provided with captions as well as source references (Font: Arial, 10-point, bold). Figures must be enclosed in a simple, black border (line weight: 0.75). Scanned figures are not permitted; instead, new illustrations must be created. Important figures and tables should be included in the text, while supplementary materials can be placed in the appendix.

## 10. Binding

- Seminar and term papers: Unbound, in simple stapled form
- Bachelor’s, Master’s, and Diploma theses: In perfect binding with a hard cover or according to the examination office’s guidelines
- Seminar submissions must be submitted online as a PDF to the supervisor.

## 11. Submission Format of the Paper

The following guidelines apply regarding the number of copies to be submitted:

- Bachelor's theses: Two copies to be submitted to the Chair of the Examination Board of Faculty III (see draft examination regulations for bachelor's studies).
- Diploma theses: Two copies to be submitted to the Chair of the Examination Board of Faculty III (see diploma examination regulations).
- Master's theses: Two copies to be submitted to the Chair of the Examination Board of Faculty III (see draft examination regulations for master's studies).

**Note:** Please note that submitted copies will not be returned. If you wish to keep one copy for yourself, please print an additional copy. Furthermore, all papers must be submitted electronically. Term papers should be sent as a Word file with the file name "Last Name, First Name" by email to the supervisor. Additionally, semester, diploma, bachelor's, and master's theses must be submitted on a CD to the examination office or sent as a PDF by email to the examination office—depending on the current guidelines. It is recommended that you independently verify the current guidelines with the examination office.

## 12. Style

Avoid formulations such as "In the following, I would like to show that (...)". A better phrasing is: "In the following, it will be shown that (...)". Ensure that individual (short) sentences are not isolated by paragraph breaks and that more than one short sentence is written for each heading.

## 13. Executive Summary

A one-page executive summary must precede the paper, outlining the research question, the main arguments, and the core message of the paper. It is not a summary of the entire text.



## 14. Data und Do-Files

For empirical papers, data and data processing files must be submitted on an electronic storage medium. The data preparation and analysis must be documented in do-files or a text file in such a way that they are reproducible and traceable by third parties. A do-file that reproduces all results mentioned in the paper in a single, continuous process (Master Do-File) must be included.

## 15. Template for the Statutory Declaration

A signed declaration must be submitted with the paper, confirming that the paper was written independently. This declaration is to be attached as the last page of the paper.

### **Statutory Declaration**

I hereby declare that I have written the present paper independently and have used only the sources and aids specified, in particular no other information than that provided from the Internet.

I have taken note of the regulations applicable to me in the examination rules, especially regarding cheating attempts.

I consent to the storage of my bachelor's thesis for the purpose of plagiarism detection. I hereby declare that the electronic version is identical in content to the printed version.

Siegen, den XX.XX.20XX\_

..... Signature