

GUIDELINE

Writing academic papers & theses

Faculty of Management, Economics & Law

Department of Management

Research Group Marketing and International Management

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1 Introduction

The information provided here on writing an academic paper/thesis, serves as a guideline, which comprises fundamental criteria and specifications for the production of term papers, seminar papers, Bachelor's theses, and Master's theses at the Department of Management | Research Group Marketing and International Management. At this point, we would like to thank the Department for Media and Communications at the University of Klagenfurt for providing their citation guide. As both teams collaborate in research and teaching in different study programs (e.g., the Master's program Media and Convergence Management (MCM) and the Doctoral program Health and Sustainability Communication and Management (HSCM)), we have decided to align at least partially with the existing guidelines. Additionally, however, students must comply with the regulations set by the respective course instructor or supervisor of the Master's thesis.

It is difficult to recommend a specific length for different types of papers/theses. The usual recommendation for Bachelor's theses is: 25 pages of main text plus preliminaries (cover page, affidavit, table of contents, list of figures, list of abbreviations, etc.) plus epilogues (reference list, supplementary table and figures, original materials, etc.). Exceeding the number of pages is usually not a problem, but falling short of the number of pages is. In the case that a Bachelor's thesis is written in a team, a recommendation of 35 instead of 25 pages, plus preamble and epilogue, applies. For Master's theses, the recommendation is: 60-80 pages main text plus preliminaries plus epilogues for theoretical Master's theses and an even larger number of pages for empirical theses. Empirical papers are the norm for Master's theses in the Research Group of Marketing and International Management; purely theoretical papers are only justified for very well-founded systematic literature reviews and are therefore only an exception if the supervisor agrees and the topic is deemed suitable.

The quality of an academic piece of work depends, amongst other things, not on its scope with regard to its number of pages, but on the breadth of literature consulted. However, it is rather difficult to define a generally applicable volume of literature. If further guidance is required in this respect, this should be discussed with the course instructor and/or supervisor.

It is, of course, possible, reasonable, and desirable that students shall put forward their own suggestions for topics or shall define their own key areas of focus and emphasis in their work. These, as well as the relevant literature, should nonetheless be jointly agreed upon with the course instructor and/or supervisor. As the work progresses, regular contact with the supervisor is recommended to ensure that, for instance, a key area of focus, which may have shifted during the research and writing process, is comprehensively discussed.

In the case of any doubts relating to the content, the formal process, or in any other regard, students are also advised to seek the guidance of the course instructor. This applies generally to all courses taught in the Bachelor's and the Master's degree programs, as well as to scientific theses.

Please pay particular attention to the rules pertaining to the delivery and submission of papers/theses. Either the supervisor (for Master's theses) or the course instructor of the accompanying Bachelor's seminar (for Bachelor's theses) and other seminars at our Research Group Marketing and International Management informs the student whether a printed version of the thesis is necessary in addition to the online version (PDF-format).

2 Formatting

The following guidelines apply:

General

- The page format is DIN A4.
- Times New Roman (font size 12) or Arial (font size 11) are suitable fonts. If other fonts are used, font sizes should be adapted to be comparable in size.
- The left- and right-hand margins of the document are set to 2.5 cm.
- Page header: Title of the work and author left-justified (font size 10 for Times New Roman), page number right-justified (font size 11 for Times New Roman), including a line for separation from the text. If other fonts are used, font sizes should be adapted to be comparable in size.

Cover page

- No page header and no page numbering.

Table of contents and other directories

- The page counting is carried out by Roman numerals, starting with “II” (the first page is included in the counting, but is not shown).

Main text

- The line spacing is set to 1.5 lines.
- Use full justification (paragraphs that are aligned to both left and right sides) and activate automatic hyphenation.
- The page counting is carried out by Arabic numerals, starting with “1”.
- Footnotes are single-spaced, using font size 10 in case of Times New Roman or 9 in case of Arial. If other fonts are used, font sizes should be adapted to be comparable in size.
- Direct quotations longer than three lines are indented and single-spaced. Shorter direct quotations can be integrated into the body text without indentation.
- Pages must be numbered consecutively. There must be no page number on the cover page.
- Make use of the presets offered by the respective word processing program to ensure consistent formatting of headings and to create indices such as a table of contents, a list of figures, and a list of tables.
- Insert page breaks between the cover page, affidavit, table of contents, list of figures and list of tables (if applicable), introduction, main text, conclusion, reference list, and appendices (if applicable).

Reference list & appendices

- The line spacing is set to 1 line. Insert a 12 pt paragraph between the different sources.
- Left-justified
- The page counting is carried out continuously with the text part with Arabic numerals.

3 Front matter

Cover page, affidavit, table of contents, list of figures, list of tables or list of abbreviations (if applicable) represent the so-called “front matter“ of the paper/thesis.

3.1 Cover page

Every academic paper/thesis begins with a cover page, which includes the following details:

Seminar paper/Bachelor’s thesis:

- Name of the university (University of Klagenfurt)
- Faculty (Faculty of Management, Economics & Law)
- Department (Department of Management | Research Group Marketing and International Management)
- Course title
- Course number/semester (e.g., summer or winter term 20XY)
- Nature of the work (term paper, seminar paper, Bachelor’s thesis, etc.)
- Type of course (e.g., SE, PS, etc.)
- Course instructor
- Title of the paper/Bachelor’s thesis
- Personal data:
 - First name(s), surname
 - Email address
 - Field of study
 - Student/Registration number
- Date of submission

Master's thesis:

- First name(s), surname
- Title of the Master's thesis
- Additive: "Master's thesis"
- Academic degree – Additive: "Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Science"
- Studies
- Name of the university (University of Klagenfurt)
- Faculty (Faculty of Management, Economics & Law)
- Department (Department of Management | Research Group Marketing and International Management)
- (First) supervisor and optionally second supervisor
- Date of submission

A template of the cover page for Bachelor's theses is provided in the appendix to these guidelines. For Master's theses, the templates for the cover page and the affidavit are provided in the Campus-Portal (see upload area for scientific theses).

3.2 Affidavit

Each paper/thesis must be accompanied by the latest version of an affidavit, in which you declare that the work submitted is entirely your own work and that all sources used therein have been quoted conscientiously. In the online version of the thesis (PDF format), instead of a signature, the additive "m. p." has to be placed next to the student's name below the affidavit. The affidavit only has to be signed manually in the printed version of a thesis. Either the supervisor (for Master's theses) or the course instructor of the accompanying Bachelor's seminar (for Bachelor's theses) informs the student whether a printed version of the thesis is necessary in addition to the online version (PDF-format). The current version of the affidavit can be found in the appendix.

3.3 Table of contents

The text must be structured to include separate sections and chapters. A table of contents, including page numbers, must precede the text and follow the cover page and the affidavit. A page number must be specified for each individual chapter and all subchapters. This provides an overview of the structure of the paper/thesis. Individual headings should be brief, concise, and meaningful. The number of hierarchy levels used may vary and will depend on the overall scope of the work and on the topic. The table of contents must show how you understood, processed, and implemented the topic. Attention should be paid to a logically self-contained form and sequence. The common thread must be recognizable throughout the whole paper/thesis. Excessive use of subordinate levels should be avoided (do not exceed three levels). The decadic classification has to be used for structuring. As a general rule, students should adhere to the following: If a numbered item is introduced on a particular level, it must be followed by a second item on the same level. If a main or a sub-item is subdivided (further), at least two sub-items must be created.

For example, if Part 2 is to be subdivided, then at least sections 2.1 and 2.2 are required. For the subdivision of section 2.1, at least sections 2.1.1 and 2.1.2 are required.

The number of items varies, depending on the length of the paper/thesis. Generally, term papers and seminar papers comprise five to six main chapters (incl. introduction and conclusion). A filter-like procedure is recommended (progressing from the general to the specific). Avoid the use of labels such as, e.g., “Main Part”, “Definitions”, “Theory”, or other, rather general terms such as “Communication” or “Consumer Behavior”. The table of contents should be compiled using the automatic indexing function provided by Microsoft Word. All indices (figures, tables, abbreviations, or literature) must also be included in the table of contents. However, the index headings should not be numbered in the text or in the table of contents. In addition, separations and (single) abbreviations in the headings have to be avoided.

e.g.: 4.5 IT-professions

= FALSE

Abbreviations are allowed if their meaning is included in the heading.

e.g.: 4.5 Professions in the information technology – IT-professions = RIGHT

Headings of subsections must not coincide with the topic of the thesis and/or the headings of sub-items.

3.4 List of figures and list of tables

It is necessary to compile a list of figures or a list of tables as soon as your paper/thesis includes more than two figures or tables. It has to be included in the table of contents, but without starting a separate section. Figures and tables must be listed in separate indices. If the number of figures and tables used in the paper/thesis is low, the list of figures and the list of tables may be displayed on one page. The respective lists include the numbers and titles of the figures and/or tables used, as well as the relevant page number where the item appears. All figures and tables presented in the text are listed in the order of their appearance and numbered consecutively.

3.5 List of abbreviations

It is necessary to compile a list of abbreviations as soon as your paper/thesis includes more than two abbreviations. It has to be included in the table of contents, but without starting a separate section. It is mandatory to introduce each abbreviation when it is first mentioned in the main text. This means that the term is written out in full, and the abbreviation is added in brackets or the term is written out in full in an accompanying footnote when it is used for the first time in the main text. This does not apply to commonly used abbreviations like “e.g.”, “etc.” or abbreviations for currencies (EUR, USD), measurements (cm, mm), and weights (g, kg). The Duden dictionary serves as a guideline. Abbreviations used for convenience should be avoided at all costs. All abbreviations used in the text must be listed in alphabetical order in the list of abbreviations.

The list of abbreviations also includes those from the reference list and the appendix, particularly those of magazines such as “ZfB” or “ZfbF”. If these journals are cited in the reference list in abbreviated form, they must be mentioned in the list of abbreviations. In case of abbreviations for institutions, associations, and organizations, etc., which also have to be included in the list of abbreviations, the registered office has to be mentioned in addition:

e.g.: IAB.....Institut für Arbeitsmarkt- und Berufsforschung, Nürnberg

4 Main text

The main text of the paper/thesis comprises the scientific discussion of your topic. It is composed of an Introduction (Chapter 1), the structured and numbered chapters, and the numbered final chapter (Résumé, Summary, Conclusion, Prospects, or the like). Each of these parts should form a self-contained presentation within itself, and taken together, they must follow a common thread. In addition to the text, it also includes figures and/or tables. After each heading, at least one paragraph must be written before the next heading follows.

FALSE

4.1 Leadership

4.1.1 Leadership skills

CORRECT

4.1 Leadership

Leadership is defined...

4.1.1 Leadership skills

After the main chapters (e.g., 1 Introduction), no additional page breaks need to be made. This will be continued in the next chapter (e.g., 2 Theoretical foundations of customer satisfaction). Especially short papers should not be “dissected”. In this case, it is recommended to subdivide only up to level 3 (with a maximum of level 4).

In addition, the paper/thesis should be written without any personal pronouns. Formulations like “we...”, “us...” or “I...” have to be avoided, unless you were explicitly advised by your course leader or supervisor to do so, e.g., in case of summarizing the learnings from practical projects or similar.

4.1 Structure of the main text

The page numbering of the text part – in Arabic numerals – starts with the “Introduction”, which is basically the first main point of the paper/thesis.

The **Introduction** has the task of guiding the reader towards the topic. References should be made, even at this stage, to any relevant literature. Moreover, this section presents the problem and identifies a research gap, which leads to one or more research questions. A clear objective and aim of the paper/thesis should be stated (the objective of the paper/thesis), and your approach to addressing the topic (details of the chapter structure) should be explained. The introduction serves in particular to emphasize the importance and relevance of the topic and, if necessary, to ensure that the topic is up to date. It should arouse interest in the topic and clarify which research question(s) will be answered and in what form, as well as how the paper is structured, thus making the central theme of the academic paper clear to the reader.

In the **main chapters**, which are labelled with usefully descriptive headings, the topic is dealt with in a logical and stringent manner. The topic should be delineated in a way that is proportionate to the scope of the work and that is comprehensible for the reader. Chapters should correlate with each other and should jointly form a common thread. It is therefore recommended that appropriate transition passages should be developed to either commence or conclude each chapter. The relevance of each chapter for the problem or question definition should be clearly elaborated in each chapter.

The findings are presented in the **final chapter** of the paper/thesis, following a brief résumé of the core propositions developed in your work. You may wish to additionally offer a look ahead, including suggestions for possible future directions of study or identifying further implications of your work.

4.2 Citation format

Correct citation is one of the fundamental pillars of performing scientific work. There are many formally correct solutions to choose from. In the guidance offered here, certain citation rules are described below, which are strongly recommended, but do not exclude

other correct options in the form of common citation styles such as APA style (after consultation with your supervisor). However, within any given piece of work, **one** form of citation must be applied consistently. In case you want to use another common citation style as discussed below, you should ask your supervisor for approval before you start writing any text. Quotations are the verbatim/literal (direct quotation) or analogous/paraphrased (indirect quotation, known as “paraphrasing”) reproduction of statements or utterances/remarks made by others. The quoted literature must be cited briefly in the footnote on the page it is used (brief reference). The complete set of bibliographical details (long form) must be provided in the reference list. As a general rule, this also applies to online sources, which should be listed separately in the reference list.

The brief reference in the footnote consists of:

- **Name of the author**

If there are two authors, the names of the authors have to be separated by “/”. If there are more than two authors, only the first is always listed with the addition “et al.” (=“et alii” = “et alteri”).

- **Year of publication**

If several publications by the same author from the same year are selected, the lowercases “a”, “b”, etc. should be added after the year of publication. These lowercase letters must also be included in the reference list (long form) next to the year of publication so that the source can be clearly identified.

- **Page(s)**

References should be precise and facilitate retrieval/making it easy to find the source. Therefore, the page numbers of the cited thought/quoted idea or fact always have to be indicated/must always be given! If the page number cannot be specified/is not given in the original source (e.g., online sources), “n. p.” = “no pages” must be inserted in its place.

The complete information/details (long form) of the publication must then be included in the reference list of the paper/thesis.

e.g.: **Brief reference** (in the footnote): Solomon (2011), p. 95.

Long form: Solomon, M. R. (2011): Consumer Behavior. Buying, Having, and Being, 9th edition, New Jersey.

e.g.: **Brief reference** (in the footnote): Bryman/Bell (2007), p. 289 f.

Long form: Bryman, A./Bell, E. (2007): Business research methods, 2nd edition, New York.

e.g.: **Brief reference** (in the footnote): Shiu et al. (2009), pp. 401 et seqq.

Long form: Shiu, E./Hair, J./Bush, R./Ortinou, D. (2009): Marketing Research, New York.

If a source refers to the facts

- within a page, the page must be indicated.

e.g.: Cf. Koinig (2016), p. 231.

- of contiguous/consecutive pages, a “f” = “following” is appended/added to the first page.

e.g.: Cf. Koinig (2016), p. 231 f.

- of more than two contiguous pages, “et seqq.” = “et sequentes” (and the following ones) is appended to the first page and “p.” should be replaced by “pp”.

e.g.: Cf. Koinig (2016), pp. 231 et seqq.

- on non-contiguous pages that are far apart from each other, the page numbers are connected by commas or by “and” (according to the procedure above).

e.g.: Cf. Koinig (2016), p. 87, pp. 129 et seqq. and p. 231 f.

4.2.1 Direct quotations

A direct quotation is the verbatim, true to the original reproduction of a passage taken from a text that is used as a source. It is placed between double quotation marks (“...”), written in italics, and noted in the footnote without “Cf.”. Any deviation from the original must be indicated! For instance, if parts of a quoted sentence are omitted, this is indicated by the insertion of brackets with three dots: [...].

e.g.: *“As outlined above, members of a collectivist group are more likely to disapprove [...] of other group members, as such behavior threatens the group. [...] Thus, it can be assumed that exposure to nudity in advertising is likely to offend Asian respondents particularly strongly if an Asian model (cultural ingroup) is depicted [...], as compared to models from other cultures (cultural outgroup).”*¹⁵⁰

Associated footnote:

¹⁵⁰ Terlutter et al. (2022), p. 61.

An own addition within a quoted text, such as verbs which are added to complete a sentence, must be indicated by the use of square brackets.

e.g.: *“... [to extend] to the arithmetical field, ...”*

In the case of errors in the original text, these are also reproduced and marked as errors by adding “Sic!” (= There) in brackets immediately after the error.

e.g.: *“... employee feedback (Sic!), that ...”*

Similarly, own comments for explanations of a word or a fact used in the quotation are marked by the addition “note of the author” in brackets/parentheses.

e.g.: *“... qualitative (in contrast to the quantitative; note of the author) method ...”*

For quotations within a quotation, simple (half) quotation marks (‘...’) are used.

e.g.: *“...the performance process and its control are 'deindividualized' ...”*

If restrictions or other highlights are omitted, added, or presented in a modified form, this must be indicated in the footnote.

e.g.: *“... two established cultural dimensions that may help to explain reactions to potentially offensive nudity advertising in an intercultural context, (1) **individualism** versus **collectivism** and (2) **indulgence** versus **restraint**.”*¹⁵¹

Associated footnote:

¹⁵¹ Terlutter et al. (2022), p. 60 (highlights in italics in the original).

Citations in English are taken from the original. Citations in other foreign languages are translated in the progressive text. If necessary, the original must be reproduced in a footnote.

Direct quotations should generally be used sparingly. They are primarily used to reproduce definitions and concise formulations. A direct quotation should not exceed two to three sentences. Longer, self-contained quotations must be indented in the text and presented with single line spacing.

If entire passages of text, such as legal texts, are taken from the original, they should be included in the appendix.

4.2.2 Indirect quotations

Indirect quotations serve the analogous reproduction of the ideas of others or of significant passages of text, using one's own words (paraphrase). Paraphrases/paraphrasing should be prevalent in a scientific paper/thesis. Of course, a bibliographical reference is indispensable to introduce and/or to conclude the paraphrase. It is not permissible to identify text passages that have been adopted (almost) verbatim as indirect quotations. To make the difference to a direct quotation clear, the abbreviated form is preceded by the designation "Cf." (= "confer" - always starting with a capital letter) in the footnote.

4.2.3 Secondary citation

As far as possible, both indirect and direct quotations are taken from the original text -the primary source. The secondary source quotation is only permitted in exceptional cases, when the original source is generally not available or can only be obtained by means of a disproportionately great effort. Use of the interlibrary loan service is deemed reasonable in any case.

The frequent use of secondary citations is not permissible. In case of the use of secondary citation, the primary source is indicated first, followed by "as cited in" and the secondary source at the end.

e.g.: *"Even given the fear that corporations have disproportionate influence because of their ability to engage in „deep-pockets“ spending, they do not dominate the opinion arena, and may even be at certain disadvantages because of their apparent size and questionable credibility."*¹⁵²

Associated footnote:

¹⁵² Heath (1992), p. 318, as cited in Toth (2000), p. 15.

In the example provided, Heath (1992) is the unavailable original source, which is cited according to the available source, Toth (2000). Note: old before new! The reference list must include a long form for both sources (a complete set of bibliographical details).

If formulations like “Heath is of the opinion that ...” are used in the text and not the primary source (Heath) is cited, both the secondary and the primary source of the quotation must be indicated.

If several authors are compared in a source, it must be indicated in the footnote as follows:

e.g.: ¹⁵⁹ Cf. Kaluza (1989), pp. 133 et seqq. and the cited literature and Wildemann (1987), p. 12.

It is recommended to use secondary quotations very sparingly or to switch to other authors in the literature. A well-known secondary source is Statista (<https://www.statista.com/>), which collects, visualizes, and processes statistical data from studies conducted by other institutions or companies. It is therefore recommended to access and cite the primary source that provided the data. Only when using a graph designed by Statista or if the primary source cannot be accessed, it is legitimate to cite only Statista as the secondary source.

e.g.: You create a graphic based on an illustration you found on the Statista homepage, which shows the number of internet and social media users in Austria in February 2025. The graphic on the Statista homepage cites “Digital 2025: Austria, page 13,” published by We Are Social, DataReportal, and Meltwater, as the source reference.

Related source reference for the illustration you created (footnote):

¹⁷³ Source: Based on We Are Social/ Data Reportal/ Meltwater (2025), p. 13, cited in Statista (2025), n. p.

For citations in long form, see section 5.1.5.

4.2.4 Citation of legal sources

When citing legal texts, it is unusual to put the cited paragraph in the footnote. The information is included directly in the text.

e.g.: *According to § 4 Abs. 1 BAO, the tax claim arises as soon as the fact is realized, to which the law attaches the duty to pay.*

In the case of comments, the listing in the reference list is analogous to monographs. Within the text or a footnote, it is usually quoted without a page number. Instead of this, it is referred to as margin numbers (Rz), text numbers (Tz), or comments (note).

4.2.5 Brief references from online sources and digital sources

The following rules apply to short citations for all social media posts:

- **Name of the profile [account name on the respective channel]**
- **(Date of posting or year of profile access)**
- **n. p.** (note: unlike journal articles or books, online sources do not usually have a page number)

e.g.: *"...now has over 282 million followers on Instagram..."*¹⁵²

Associated footnote:¹⁵² Cf. Swift [@taylorswift] (2025), n. p.

For citations in long form in the reference list, see section 5.1.5.

4.2.6 Footnote formatting

Footnotes serve to provide additional content and comments. This means that they usually contain information that is not directly related to the train of thought in the text, but is useful or necessary for supplementary information. They can also be used to provide general references to websites. Footnotes should be formulated in complete sentences. Each footnote begins with a capital letter and ends with a period. Footnotes are indicated in the text by superscript Arabic numerals (font size 10 for Times New Roman or 9 for Arial; if other fonts are used, the font sizes should be adjusted accordingly), which are numbered consecutively throughout the text. The position of the number before or after a punctuation mark indicates whether the footnote refers to a word, a group of words, part of the sentence, the entire sentence, or an entire paragraph.

In the case of texts co-authored by two authors, the names are connected by an oblique:

e.g.: ¹⁵⁵ Cf. Ogbuji/Papazafeiropoulou (2016), p. 4.

If you are quoting from a text with more than two authors, only the first author is named, and the others are indicated by “et al.”. However, the reference list must include the full names of all authors.

e.g.: ¹⁵⁶ Cf. Terlutter et al. (2022), p. 60.

If you are quoting from a contribution to an anthology, name the author(s) of the contribution in the brief reference, rather than the editor(s) of the book. This also applies to quotations taken from the introduction.

If you are quoting from a journal article, name the author(s) of the article, rather than giving the journal’s name or naming the editor(s).

4.2.7 Position of the source citation in the text

Source citations serve as a frame of reference for the reader and indicate the original source of a thought. They ensure that statements can be properly reconstructed and verified. For this reason, it is essential to specify the precise position of the source citations within the text.

Source citations that refer to individual words or phrases are placed immediately after these occur. If a citation refers to a single word or a group of words, the footnote follows these directly.

e.g.: ... “*systems of functional and emotional values*”¹⁵⁷

Associated footnote:

¹⁵⁷ Vernuccio (2014), p. 212.

In contrast, if the footnote refers to a sentence or a part of a sentence, it is positioned after the punctuation mark that ends the sentence or part of the sentence:

e.g.: ... *considered*.¹⁵⁸

Associated footnote:

¹⁵⁸ Cf. Terlutter et al. (2022), p. 59.

e.g.: ... *describes*,¹⁵⁹ *but* ...

Associated footnote:

¹⁵⁹ Cf. Toth (2000), p. 122.

If you are conveying thoughts taken from a publication over the course of a longer paragraph, you should ideally indicate the source at the beginning. Using linguistic expression (e.g., use of the conjunctive or repeated citation of the source), it must be made clear which passage the citation refers to. The reader must always be able to identify which ideas originate from which author:

e.g.: *Signitzer (2001, 31f.) is of the opinion that health communication can be seen as an applied area of communication studies, which lacks basic research. He further criticizes the missing link between health and communication – here, a clear argumentation and successful establishment is necessary, at least according to him.*

If the footnote refers to an entire paragraph, it is positioned at the end of the paragraph after the punctuation mark that concludes the last sentence.

Every paragraph has to be cited explicitly. Own thoughts or practical links are excluded. They have to be written down in a separate, not quoted, paragraph. This should show that they are thoughts from the author and not from the literature.

It also has to be avoided to cite several paragraphs in a row from the same source. Furthermore, formulations such as “ibid.“, “for this“ and “in the following“ are not allowed to be written in the footnotes. References in bulleted lists are a special case. Make sure that the source citation follows the last bullet point. Also, ensure that all bullet points are displayed on one page.

e.g.: *The following stakeholder strategies can be distinguished:*

- *stakeholder information strategy*
- *stakeholder response strategy*
- *stakeholder involvement strategy*¹⁶⁰

Associated footnote:

¹⁶⁰ Cf. Morsing/Schultz (2006), p. 77.

Lists (especially those with many sub-items) should be used sparingly.

It is recommended to write them out in full if possible.

Footnotes must be clearly separated from the text by a short horizontal line and written in font size 10 in Times New Roman or font size 9 in Arial, with single line spacing. The actual text of the footnote is preceded by the corresponding superscript Arabic numeral.

If footnotes extend over more than one line, the additional lines must be indented. Footnotes are treated as independent sentences, i.e., they begin with a capital letter after the (consecutive) number and end with a period (or exclamation mark or question mark, if applicable). If the footnotes end with the addition “f.” or “et seqq.”, this period is considered the end of the sentence.

4.3 Figures and tables

Figures and tables serve to emphasize the line of reasoning pursued/to illustrate the arguments made in the text. Consequently, the written text must refer to figures and tables. In other words: figures and tables are not a substitute for text, but rather they must be discussed and explained. Each figure or resp. each table is numbered (unless there is only one single figure or table in the paper/thesis), and includes a heading and a source citation/reference.

Figures (and tables) are to be numbered consecutively with Arabic numerals. Figures must always be framed. The title of the figures is directly below the frame (left aligned, font size 10) and follows the abbreviation “Fig.” (or “Tab.”). The source is cited with quoted text in the footnote, accompanied by the addition “Source”.

Depending on the degree of alteration to figures five cases can be distinguished in the footnote.

1. A figure was taken in its original form by scan, own creation on the computer, etc.

e.g.: for such a footnote: ¹² Source: Terlutter et al. (2022), p. 59.

2. Small changes were made in a figure taken from a source: Addition: “(slightly modified)”

e.g.: for such a footnote: ¹³ Source: Terlutter et al. (2022), p. 59 (slightly modified).

3. Major changes were made in a figure, but the basic message remains unchanged: Addition: “based on”

e.g.: for such a footnote: ¹⁴ Source: Based on Terlutter et al. (2022), p. 59.

4. Self-developed figures/tables: Here, you should indicate that you created the figure or table yourself. Please use the explicit wording “author” and not your own name.

e.g.: for such a footnote: ¹⁵ Source: Author.

5. Figures generated by generative models (provided that the supervisor has given prior approval for the use of generative models for this purpose (see also section 4.6):

e.g.: for such a footnote: ¹⁶ Source: Open AI (2025a), n. p.
¹⁷ Source: Midjourney (2025), n. p.

The source citations for any figures or resp. tables not of the author’s own making must be included as long form in the reference list.

Figures or tables should support the statements of the written text. Therefore, it is absolutely necessary to refer to the figures/tables in the written text, but the mentioning of the abbreviations “Fig.” (or “Tab.”) within the text should be disclaimed. One or two sentences are usually sufficient.

Precise labeling of the columns and rows of a table, the axes in a coordinate system, the progression of individual curves, and the accuracy of the content are required.

Pay particular attention to ensuring that integrated copies are legible, “clean” and positioned “straight”. Figures that are illegible or difficult to read, e.g., due to poor copying, will be considered non-existent. Figures that do not necessarily need to be included in the text but nevertheless contain useful additional information should be placed in the appendix. All figures should be framed. You will find examples in the appendix to this document.

4.4 Abbreviations

Abbreviations should be used sparingly. When they appear in the text for the first time, they must be explained in principle (if they do not belong to those used in “everyday life”). This is done, for example, with brackets, hyphens, or in a footnote.

e.g.: a) *Definitions of the acronym CIM (Computer-Integrated Manufacturing) found...*
b) *Definitions of the acronym CIM – Computer-Integrated Manufacturing – found...*
c) *Definitions of the acronym CIM¹⁶⁷ found...*

Associated footnote:

¹⁶⁷ Computer-Integrated Manufacturing.

All abbreviations must be included in the list of abbreviations and explained there again.

4.5 Plagiarism

Plagiarism is understood to be the theft of intellectual property. Plagiarism is considered a serious offense in academic work. In the event of plagiarism, the paper/thesis will therefore be graded negatively without exception.

The following examples count as instances of plagiarism:

- The literal adoption of one or more passages of text without corresponding source citation (text plagiarism).
- The reproduction or paraphrasing of a line of thought, whereby words and the structure of the sentence of the original are changed in such a way that the origin of the thought is blurred (plagiarism of ideas).
- The translation of ideas and text passages from a foreign language text without citing the source.
- The adoption of metaphors, idioms, or elegant linguistic creations without citing the source.
- The use of quotations found in a work of secondary literature to support one's own argument, whereby the quotations themselves are documented, but not the secondary literature used (quotation plagiarism).
- The appearance of a person as a (co-)author in cases where it is proven that this person has not contributed to the published work.
- Not to name a person when publishing a work, who has evidently contributed to this work.

Further information about good academic practice at the University of Klagenfurt (AAU) and good practice in scientific writing in general (see e.g., the guidelines of the American Psychological Association) is available online at:

<https://www.aau.at/forschung/research-support/gute-wissenschaftliche-praxis/>

4.6 Use of generative models (artificial intelligence)

The use of generative models (artificial intelligence (AI) such as ChatGPT, Grammarly Go, Midjourney) in the course of writing academic papers must be discussed with the supervisor in advance. It is at the discretion of the supervisor to decide whether the use is completely prohibited or, if this is not the case, to agree in advance for which purposes the use of generative models is permitted. If the supervisor approves the use, it must be disclosed completely and truthfully, including the product version, in the affidavit and in the form of a declaration of use in the respective academic work. An example of a declaration of use of AI in the context of courses/examinations for students can be found in the appendix to this guide. The supervisor or seminar leader decides whether the student's own contribution is sufficient to give the work a positive assessment. Students bear sole responsibility for the uploaded academic work. The unauthorized use of generative models will be considered an attempt at fraud and the academic work will be assessed negatively. In addition, attempts at fraud will be reported to the Prorektor for Education. In the case of a course with continuous assessment, this means that the course cannot be completed successfully and must be repeated. The consequences can range up to expulsion from the program (in accordance with § 19a of the Statutes, Part B). If the supervisor has permitted the use of AI tools, e.g., for the creation of graphics, the name of the AI tool used, the year in which the chat took place, the title of the chat, and a reference to the entire chat must be included in the appendix, and a short citation must be included in the footnote of the figure caption.

e.g.: [Fig. 3: Competitive forces according to Michael Porter](#) ²⁷

Associated footnote:

²⁷ Source: OpenAI (2025), n. p.

4.7 Gender-neutral use of language

Gender-inclusive language is now a fundamental aspect of academic work and is considered a formal standard at the Research Group Marketing and International Management. Therefore, all written work must ensure gender neutrality.

Helpful tips for gender-neutral language can be found online at: <https://www.aau.at/gender/nuetzliches-fuers-studium/>

https://www.aau.at/wp-content/uploads/2016/10/A4_Leitfaden_GS_von_Studis.pdf

4.8 Other formal aspects, which require attention in the main text

Obviously, care should be taken to ensure that the correct spelling is used throughout the entire text. The spell-checking function of your word processing program will help you to eliminate serious typing errors, such as transposed letters. Please note, however, that grammar, punctuation, and other potential sources of error, such as word repetitions, are not tracked in a fully adequate manner. The safest way to identify typos and inadvertent mistakes is to read the printed manuscript carefully several times and to ask someone else to proofread it for you. In addition to traditional dictionaries, several online resources can provide assistance with correct English spelling. Furthermore, we recommend that you avail yourself of the services provided by the Writing Centre (<https://www.aau.at/en/university/organisation/administration-and-management/writing-centre/>).

To distinguish of works (book, essay, film, etc.) and proper nouns (institutions, organisations, programs, etc.): For each separate category, you should consistently use a separate form of distinction, e.g., double quotation marks or italics, e.g., *YouTube*, *Dialektik der Aufklärung*, *Österreichische Gesellschaft für Kommunikationswissenschaft*.

Accentuations or emphases in the text should be highlighted by means of italics or bold print.

Please be consistent in your use of double and single quotation marks in either the English or the German language – do not mix the style of quotation marks!

German marks „...“ ‚...‘ (Attention: do not confuse with the apostrophe ...!)

English marks “...” ‘...’

As has already been mentioned, simple (half) quotation marks should be used in the case of quoting a text that already bears quotation marks.

e.g.: “*The term offensive, defined as ‘disgusting’ or ‘repulsive’ ...*”¹⁵⁰

Associated Footnote:

¹⁵⁰ Terlutter et al. (2022), p. 58.

In scientific texts, however, simple quotation marks (...) are also often used to distinguish between non-literal, ironic terms or phrases and those that are actually quoted („...“).

5 Back matter

The end of the academic work/thesis should be characterized by a summary, i.e., a résumé of the main work results, as well as an outlook, i.e., references to problem areas that remained open or guidance to further questions.

The back matter of an academic paper/thesis consists of the reference list and the appendix. In addition, it is possible to add further directories - such as a subject index - after the reference list but before the appendix. Usually, this is not expected in the context of a seminar.

5.1 Reference list

The purpose of the reference list is to provide a complete listing of the sources given in the paper/thesis. The information about the sources must be accurate and complete to ensure that they can be found quickly and without any doubt.

In principle, all literature sources cited in the academic paper/thesis have to be included in the reference list of the thesis - and only these sources! Sources that have supported you a lot in working on your topic, but you have not quoted, explicitly do not belong in the reference list.

The following sources are permitted for scientific work: papers published in scientific journals (SCI or SSCI ranked journals are the highest-quality sources), specialist books, compilations (as a whole and essays from compilations), magazines and newspapers (in exceptional cases, e.g., to underline the practical relevance of a topic), and some special forms. In this case, different information is required for clear identification. The source is generally given in long form with single line spacing and is ended with a period. The aim is to enable a quick retrieval based on the sources cited in the text, under figures/tables, and in the appendix in abbreviated form.

e.g.: Peterson, R. A./Brown, S. P. (2005): On the use of beta coefficients in meta-analysis, in: *Journal of Applied Psychology*, 90(1), p. 175–181.

Solomon, M. R. (2011): *Consumer Behavior. Buying, Having, and Being*, 9th edition, New Jersey.

5.1.1 Specialist books (Monographs)

Monographs are non-periodic publications written by a single author or by a group of authors.

The following information in the long form is required in the reference list:

- **Name of the author and abbreviated first name of the author**

All involved authors have to be listed by name in the form of “author’s name, abbreviated author’s first name”; two or more authors’ names are separated by “/”. If the author’s name is not given, it should be quoted with “n.a.” = “no author” instead.

- **Year of publication**

The year of publication is given immediately after the author’s name (in round brackets). If the year is missing, it has to be quoted with “(n.d.)” = “no date”. If an author cites two books with the same year of publication, these must be numbered alphabetically.

- **Title**

The complete title has to be listed true to the original. If there is a subtitle, it must be separated from the title with a “.” (unless it is otherwise stated in the original).

- **Volume**

If the publication consists of several volumes, the corresponding volume number with the addition “Vol.” has to be given for each of them. If a special volume title is used, it must be cited after the abbreviation. “Vol.” the volume number and a “:”. Information such as “conference transcript 2” or similar is to be adopted in the same way as mentioned above.

- **Edition**

If at least a second edition of the publication exists, the addition “edition” and the corresponding edition number have to be given from this point in time. In addition, information such as “revised”, “improved”, “newly edited”, and “expanded” editions has

to be given.

- **Place of publication**

If there is only one place of publication, this has to be given. If there are more places of publication, they have to be connected by “/”. If no place of publication is given, “n.p.” = “no place” is used.

5.1.2 Collective editions

Collective editions are non-periodic publications published by a single editor or in association. They usually consist of articles by various authors that have been collected and published on a specific topic. Collected works as a whole have to be treated like specialist books in the long form with the addition “ed.”.

e.g.: [Shankar, V./Carpenter, G. S. \(eds.\) \(2012\): Handbook of Marketing Strategy, Cheltenham/Northampton.](#)

5.1.3 Articles of collective editions

For articles from collective editions, the following information is required in long form in the reference list:

- **Name of the author of the article** (see long form books)

- **Year of the publication**

The year of publication has to be put in round brackets after the name. If the year is missing, enter “(n.d.)”.

- **Title of the article** (see long form specialist books)

The title of the article is followed by a comma to separate the article and the collective edition and the addition “in:” as a transition.

- **Collective edition cited in brief reference**

- **Page numbers of the article in the collective edition**

It is essential to indicate the start and end page numbers. It is not sufficient to indicate the start page number with the addition “et seqq.”. Therefore, make sure that the corresponding page numbers are not ‘lost’ during your literature research and/or copying. If pages are still missing, indicate “n.p.”.

e.g.: [Varadarajan, R. \(2012\): Strategic marketing and marketing strategy, in: Shankar/Carpenter \(2012\), pp. 9 – 27.](#)

If an article is cited from a collective edition, the collective edition as a whole also has to be included in the reference list. Then it is considered to be cited even it is not explicitly mentioned elsewhere. When citing the source in the brief reference, only the author of the article and the date of publication have to be indicated.

e.g.: Cf. Varadarajan (2012), p. 18 et seqq.

5.1.4 Journals

Journals are periodical (quarterly, monthly, ...) publications. They contain academic articles by various authors and are of great importance in science due to their topicality.

The following information must be included in the reference list in **long form**:

- **Name of the author** (see long form specialist books)
- **Year of publication**

The year of publication is put in parentheses after the name. If the year is missing, enter "(n.d.)".

- (Article-) **Titel** (see long form specialist books)

The (article) title is followed by a comma and the addition "in:".

- **Name of the journal**

The original name of the respective journal has to be indicated. Attention: If journals are cited in an abbreviated form (e.g., "ZfB"), the original abbreviation has to be included in the list of abbreviations.

- **Year (volume)**

The year (in English literature, "volume") provides information about the tradition of the journal. The year information can usually be found in every issue of the corresponding journal or in library catalogues. If the year cannot be found out, the information must be deleted without replacement.

- **Issue number**

The issue number (if available) has to be listed after the year, otherwise after the name of the magazine in round brackets. In the case of monthly publications, these are the numbers from "1" to "12". If the month is counted according to the name of

the month, Arabic numbers have to be indicated. Note: There is a variety of counting types. The journal Harvard Business Review (HBR) appears only six times a year. According to the above scheme, the “January–February” issue has the number “1”, the “March–April” issue the number “2”, ... If the issue number is missing, the date of publication has to be used.

- **Pages** (see long form of articles of collective editions)

The following example illustrates the statements on the citation of articles from journals:

e.g.: [Terlutter, R./Diehl, S./Koinig, I./Chan, K./Tsang, L. \(2022\): “I’m \(Not\) Offended by Whom I See!” The Role of Culture and Model Ethnicity in Shaping Consumers’ Responses toward Offensive Nudity Advertising in Asia and Western Europe, in: Journal of Advertising, 51 \(1\), pp. 57-75.](#)

The brief reference is created analogously to the procedure for monographs and compilations.

Database articles (i.e., full-text PDFs that can be downloaded from literature databases) are not considered online sources and are cited and treated like articles in journals; it is not necessary to provide a URL.

5.1.5 Online sources

Sources from the internet have to be listed alphabetically under a separate point “online sources” in the reference list. The information given in specialist books, collective editions and journals have to be included. In addition, the exact source (URL – Uniform Resource Locator) and the date of the download are indicated (in square brackets). When citing, page references are only required if the page break is specified in the original document, e.g., for Adobe Acrobat documents (*.pdf). If no author is known, the website name or the institution must be indicated.

e.g.: [Manner \(2025\): About Manner. URL: https://www.manner.com/en-us/about-manner/at-a-glance/](https://www.manner.com/en-us/about-manner/at-a-glance/) [03.10.2025].

[Pastore, A./Schmitt, J./Jimenez, J./Wiedmann, K.-P. \(eds.\): Proceedings of the International Marketing Trends Conference 2025, 23rd – 25th January 2025, Venice, Italy. URL: https://archives.marketing-trends-congress.com/2025/](https://archives.marketing-trends-congress.com/2025/) [03.10.2025].

Reitenberger, R./Pick, D. (2025): Impact of Service Quality and Relationship Variables on Hotel Customer Loyalty: A Meta-Analysis, in: Pastore/Schmitt/Jimenez/Wiedmann (2025), URL: <https://archives.marketing-trends-congress.com/2025/pages/PDF/109.pdf> [03.10.2025].

We Are Social & DataReportal & Meltwater (2025): Digital 2025: Austria. URL: <https://datareportal.com/reports/digital-2025-austria> [03.10.2025]

5.1.5.1 Citing posts on social media

Since social media content is fast-moving and can be changed or deleted after publication, it is advisable to include screenshots in the appendix. This is particularly the case with stories. It is best to discuss the approach individually with your supervisor or course instructor in advance. When citing posts, a maximum of the first 20 words of the text (based on APA style citation) should be included. Below are examples of how to cite posts from various social media channels.

- **Citing X (formerly Twitter)**

When referring to a specific X profile (specify the year of retrieval):

e.g.: MLA Style [@mlastyle] (2025): X [X Profile]. URL: <https://x.com/mlastyle> [20.08.2025].

Or, when referring to a specific post (specify the date of the post):

e.g.: National Geographic [@NatGeo] (12.01.2020): Scientists knew African grays are clever, but now they've been documented assisting other members of their species – even strangers [Post; thumbnail link to the post]. X. URL: <https://x.com/NatGeo/status/1216346352063537154> [10.07.2025].

- **Citing Facebook**

Example Facebook profile:

e.g.: Little River Canyon National Preserve (2024): Home [Facebook page]. Facebook. URL: <https://www.facebook.com/lirinps/> [01.01.2024].

Example Facebook posting:

e.g.: U.S. Department of the Interior (11.01.2020): Like frosting on a cake, snow coats and clings to the hoodoos at Bryce Canyon National Park in Utah [Image attached] [Status update]. Facebook. URL: <https://www.facebook.com/USInterior/photos/a.155163054537384/2586475451406120/?type=3&theater> [02.09.2022].

- **Citing Instagram**

Example Instagram profile:

e.g.: Swift, T. [@taylorswift] (2025): Profile [Instagram Profile]. Instagram. URL: <https://www.instagram.com/taylorswift> [26.09.2025].

Example Instagram posting:

e.g.: BBC [@bbc] (12.01.2020): Skywatchers have been treated to the first full moon of 2020- known as a “wolf moon” -at the same time as a [Photograph]. Instagram. URL: <https://www.instagram.com/p/B7OkWqbBwcf/> [02.06.2022].

- **Citing TikTok**

Example TikTok profile:

e.g.: The Rock [@therock] (2023): CEO of #RockTok [TikTok Profile]. TikTok. URL: <https://www.tiktok.com/@therock> [22.02.2023].

Example TikTok posting:

e.g.: Tagesschau [@tagesschau] (14.10.2021): Urlaub im All – kein Urlaub für alle. #nachrichten #tagesschau #shatner #space [Video]. TikTok. URL: <https://www.tiktok.com/@tagesschau/video/7018955173745691909> [22.10.2021].

5.1.5.2 Citation of the use of generative models

- **Citing AI tools**

If, for example, an AI tool is used to create a graphic, provided that the supervisor permits this, this must be included in the figure caption as the source and in the reference list in long form. The name and type of AI used, the version of the AI software or AI tool, the date of the AI interaction, and a link where the entire chat history can be viewed must be provided. A screenshot of the chat history must be included in the appendix.

e.g.: Open AI (2025a): ChatGPT (January 2024 version – Pro Version) [Competitive forces according to Michael Porter]. URL: <https://chatgpt.com/share/68d681b2-7cdc-8003-a089-f51e352941b0> [26.09.2025].

5.1.5.3 Citing other digital sources

- **Citing websites**

e.g.: National Alliance on Mental Illness (2025): Mental Health Conditions.
URL: <https://www.nami.org/Learn-More/Mental-Health-Conditions> [03.10.2025].

e.g.: Price, Devon (2018, March 23): Laziness does not exist. In: Medium.
URL: <https://humanparts.medium.com/laziness-does-not-exist-3af27e312d01> [01.06.2022].

- **Citing online newspapers**

e.g.: Wortham, J. (2013): No TV? No Subscription? No Problem. In: The New York Times. 6th April 2013.
URL: <http://www.nytimes.com/2013/04/07/business/streaming-sites-and-the-rise-of-shared-accounts.html> [24.04.2017].

- **Citing blog posts**

e.g.: Klymkowsky, M. (2018, September 15): Can we talk scientifically about free will? In: Sci-Ed.
URL: <http://blogs.plos.org/scied/2018/09/15/can-we-talk-scientifically-about-free-will> [01.06.2022].

e.g.: Axelrod, J. (2019, August 11): A century later: The Treaty of Versailles and its rejection of racial equality. In: Code Switch, NPR.
URL: <https://www.npr.org/sections/codeswitch/2019/08/11/742293305/a-century-later-the-treaty-of-versailles-and-its-rejection-of-racial-equality> [01.06.2022].

- **Citing movies**

If you want to quote an episode from a film, the film excerpt must be quoted in abbreviated form in the main text, for example in the following form:

e.g.: *“Run, Forrest, run!”*¹⁵⁰

Associated footnote:

¹⁵⁰ Zemeckis (1994), 00:35:57 – 00:36:01.

In the long form in the reference list, the name of the director, the release date, the film title, and the production company would then be listed.

e.g.: Zemeckis, R. (Director). (1994): *Forrest Gump* [Movie]. Paramount Pictures.

Another example:

e.g.: Jackson, P. (Director) (2001): The Lord of the rings: The Fellowship of the ring [Film; four-disc special extended ed. On DVD]. WingNut Films; The Saul Zaentz Company.

- **Citing TV series**

e.g.: Simon, D./Colesberry, R. F./Noble, N. K. (Executive Producers) (2002-2008): The wire [TV series]. Blown Deadline Productions; HBO.

OR

e.g.: Oakley, B. (Writer)/ Weinstein, J. (Writer)/Lynch, J. (Director) (1995, May 21): Who shot Mr. Burns? (Season 6, Episode 25) [TV series episode], in: Mirkin, D./Brooks, J. L./Groening, M./Simon, S. (Executive Producers): The Simpsons. Gracie Films; Twentieth Century Fox Film Corporation.

- **Citing TV commercial**

e.g.: Ferrero (2020): So locker geht lecker [TV commercial]. RTL.

- **Citing video blog**

e.g.: Misik, R. (2016): FS Misik. Der Videoblog auf www.derstandard.at. Episode 456: Sebastian Kurz is concerned about Austria's welfare. URL: <https://www.derstandard.at/story/2000043146236/sebastian-kurz-sorgt-sich-um-das-wohl-oesterreichs-alle-lachen> [22.10.2020].

- **Citing Youtube**

e.g.: Tasty (07.03.2018): 7 recipes you can make in 5 minutes [Video]. Youtube. URL: https://www.youtube.com/watch?v=9_5wHw6l11o [01.06.2022].

University of Oxford (06. 12. 2018): How do geckos walk on water? [Video]. Youtube. URL: <http://www.youtube.com/watch?v=qm1xGfOZJc8> [01.06.2022].

- **Citing radio play/radio broadcast**

e.g.: Latour, B. (2013): Kosmokoloss. Eine Tragikomödie über das Klima und den Erdball. Hörspiel BR. Regie: Lampen, U. URL: <http://www.br.de/radio/bayern2/inhalt/ho-erspiel-undmedienkunst/hoerspiel-klima-krise-anthropozan-latour100.html>

- **Citing podcasts**

e.g.: Koenig, S. (Host) (03.10.2014): The alibi (Nr. 1) [Audio Podcast Episode], in: Serial. WBEZ Chicago. URL: <https://www.serialpodcast.org/> [30.08.2025].

- **Citing musical contributions**

Entire album:

e.g.: Coldplay (2021): Music of the spheres [Album]. Parlophone.

Individual song from an album:

e.g.: Swift, T. (2022): Karma [Song]. On Midnights. Taylor Swift.

Song without an associated album:

e.g.: Carpenter, S. (2024): Espresso [Song]. Island Records; UMG Records.

- **Citing photographs**

e.g.: Cremer, M. (2022): Vielen Gastronomen laufen die Kosten davon, manchen auch die Gäste, denen gesalzene Preise im Magen liegen. URL of the post: <https://www.derstandard.at/story/2000138455336/wirte-kochen-auf-kleinerer-flamme-wir-gehen-den-bach-runter>, URL of the image: <https://i.ds.at/k5bHtA/rs:fill:1600:0/plain/2022/08/22/gastr.jpg> [03.07.2023].

- **Citing art**

e.g.: Wood, G. (1930): American gothic [Painting]. Art Institute of Chicago, Chicago, IL, USA. URL: <http://www.artic.edu/aic/collections/artwork/6565> [03.07.2022].

5.1.6 Special forms

Special forms are, for instance, yearbooks (e.g., statistical yearbook) or laws. In this case, consistent, adequate sources have to be indicated, analogous to the explanations mentioned above. If you have any difficulties, please contact your supervisor.

If you have agreed with your supervisor, in exceptional cases, to use APA style as your citation rule, please see the following link for more information:

<https://apastyle.apa.org/style-grammar-guidelines/references/examples>

The *APA Publication Manual* also contains all the necessary information, including examples of APA style citation. It is available in the [AAU University Library's](#) textbook collection.

5.1.7 Sources that are not appropriate for citing

Sources that have not been published are not appropriate for citing:

- Wikipedia and similar websites
- Popular magazines and mass media such as Kronen Zeitung, News, etc.
- Advertising folder
- Scripts, course slides and school books
- Seminar papers and Bachelor's theses
- Master's thesis (exception: the Master's thesis was published in a book)

5.1.8 Order criteria for the reference list

The sources listed in the reference list should be arranged as follows; They should be sorted alphabetically by author. If there is more than one publication by an author, they should be sorted according to the following categories, in order I, II, III:

- I author (alone)
- II authors / co-authors
- III author et al.

Monographs, collective editions as a whole, articles of collective editions, articles from journals or newspapers, and special forms are treated equally. Within each of the three categories (I, II, III), entries are sorted chronologically by year of publication, starting with the most recent contribution. If several works by the same author are cited with the same year of publication, the letters a, b, c, ... are added to the year of publication and sorted accordingly, corresponding to the associated footnote.

The reference list should not be sorted by publication type (monographs, journals, etc.), but alphabetically by the last names of the authors or first authors.

5.2 Appendix

The appendix is reserved for further supporting documents that are relevant within the context of the paper/thesis, such as diagrams, questionnaires, interview guidelines, transcripts, or legal texts.

6 Additional guidance in scientific writing

The AAU University Library hosts a permanent reference shelf devoted to the topic of “writing academic texts”, which includes many relevant general and specific reference books. In addition to the citation guidelines explained in detail in this guide, there is also the alternative of using the APA style in agreement with the supervisor. However, when choosing the APA style, the page numbers must be indicated for each citation in the text, i.e., both for direct and indirect quotations. This means that the accuracy of citations should not be lower than that required in this guide. Some books on writing academic pieces of work in English and German are available electronically through the university library, such as those listed in Table 1.



	Title	Link (pdf)
	Mautner, G. (2019): Wissenschaftliches Englisch: stilsicher schreiben in Studium und Wissenschaft, München.	https://elibrary.utb.de/doi/reader/10.36198/9783838552194
	Skern, T. (2019): Writing Scientific English: A Workbook, 3. Auflage, Wien.	https://elibrary.utb.de/doi/epdf/10.36198/9783838550664
	Theisen, M.R. (2017): Wissenschaftliches Arbeiten. Erfolgreich bei Bachelor- und Masterarbeit, 17. Auflage, München.	https://www.beck-elibrary.de/10.15358/9783800653836-1/titelei-inhaltsverzeichnis?page=1

Table 1: Recommended books on academic writing (including link to PDF file)

Appendix 1: Example of the cover page of a Bachelor's thesis



University of Klagenfurt
Faculty of Management, Economics & Law
Department of Management
Research Group Marketing and International Management

Seminar:

Bachelor Thesis and Bachelor Seminar in Marketing

course number: 602.415, summer term 2025

course instructor: Maxima Musterfrau

Title:

Title of the thesis

BACHELOR'S THESIS

Max Mustermann

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Field of study: International Business and Economics

Registration number: 01234567

Date of submission: DD.MM.YYYY

Appendix 2: Examples of figures and tables in the text

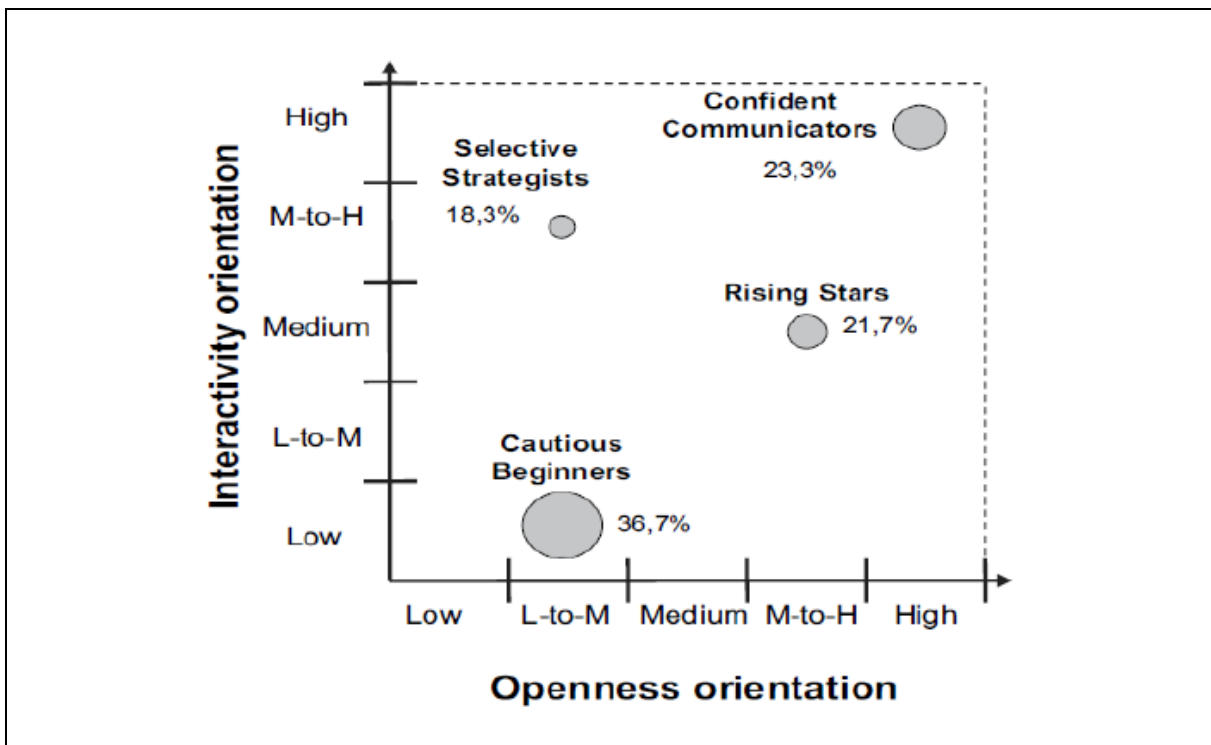


Fig. 1: Cluster diagram¹

Associated footnote:

¹ Source: Vernuccio (2014), p. 225.

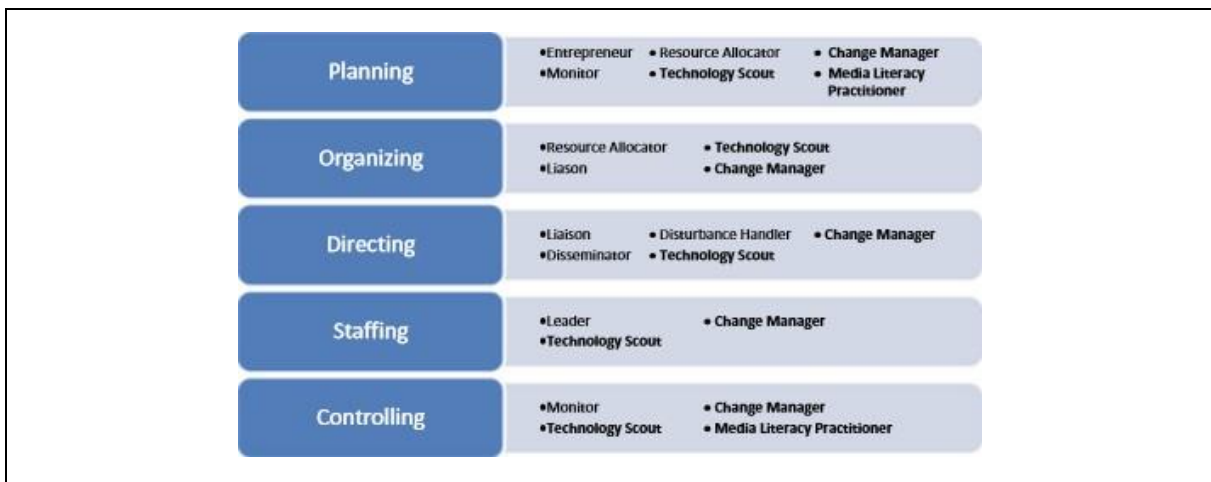


Fig. 2: Management roles in different management levels²

Associated footnote:

² Source: Based on Mintzberg (1980), p. 91 f.

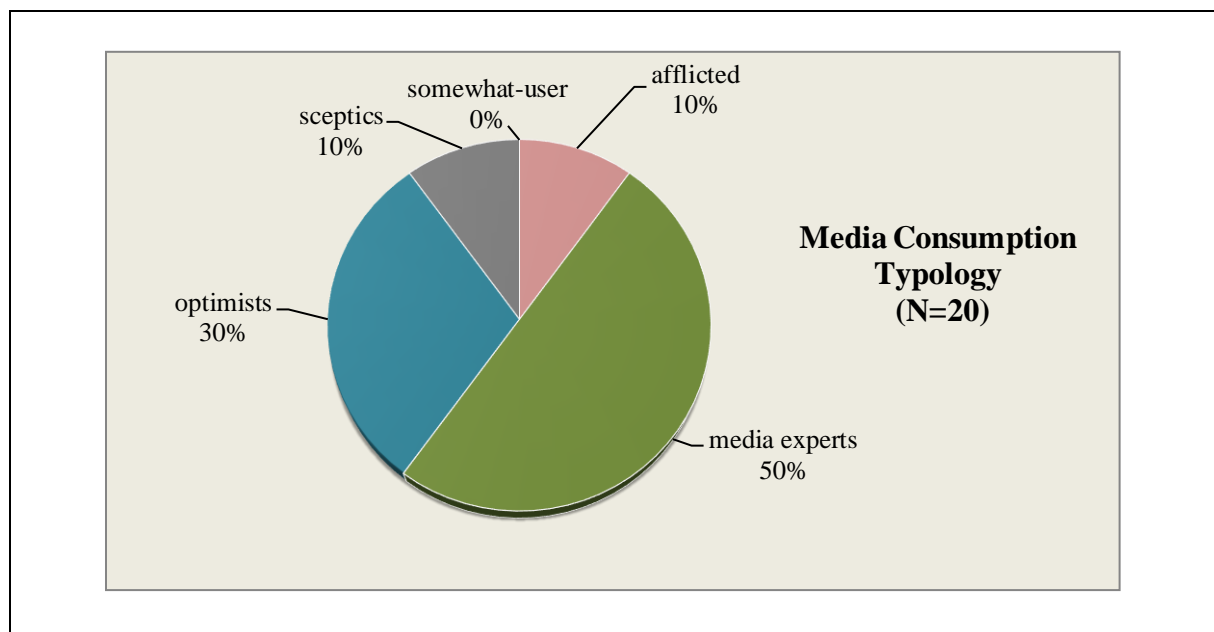


Fig. 3: Media Consumption Types³

Associated footnote:

³ Source: Author.

	Customer value proposition	Profit formula	Key resources	Key processes
Brokering between industries e.g., Chipmaker	Possibility to build cross-industry products and services based on a toolkit-like approach	Sales of the platform to third parties; indirect success participation	Broad product and service know-how, which spans technological boundaries	Scalable production; experienced B2B processes
Opening up the ecosystem e.g., Devicemaster	Extension of products and services toward customer segments from different markets, using network effects	Application use; directly linked to customer base	Strong core product and brand name, which can be leveraged in another industry through marketing investments	Fast and agile production pipeline; established customer feedback system
Attacking head-on e.g., PhoneLine	Extension of product and service portfolio for existing customers, with the purpose of building and sustaining customer loyalty	Complementary products and services as driver for profit in core business	Strong and established technological infrastructure; large customer base; strong brand name in service business	Established, dynamic customer relationship management systems; fast and agile marketing platform

Tab. 1: Three archetypal business models⁴

Associated footnote:

⁴ Source: Hacklin et al. (2013), p. 28.

Place	Space
Concrete	Abstract
Safety	Freedom
Standstill	Movement
develops from experiences/routines	Impersonal
place of residence/home	State

Tab. 2: Differentiation place – space⁵Associated footnote:⁵ Source: Based on Streit (2011), p. 81.

Age	Amount/Number	
	male	female
20 – 30	3	2
31 – 40	3	4
41 – 50	4	4
Total	10	10

Tab. 3: Age and Sex of the interviewees⁶Associated footnote:⁶ Source: Author.

Appendix 3: Examples of different directories

List of abbreviations

ATT	Attitude
BI	Behavioral Intention
EE	Effort Expectancy
FC	Facilitating Conditions
HM	Hedonic Motivation
HT	Habit
IT	Initial Trust
PE	Performance Expectancy
PEOU	Perceived Ease of Use
PR	Perceived Risk
PU	Perceived Usefulness
TAM	Technology Acceptance Model
UTAUT	Unified Theory of Acceptance and Use of Technology

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Table 4: Correlations between the variables of UTAUT2 and the use of mobile banking	23
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Appendix 4: Example of a reference list with online sources

Reference list

Aichner, T./Jacob, F. (2015): Measuring the Degree of Corporate Social Media Use, in: *International Journal Of Market Research*, 57(2), pp. 257-275.

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Appendix 5: Example of a prompt sequence when using AI

Prompt history from OpenAI (2025a):

Dies ist die Kopie eines Gesprächs zwischen ChatGPT und einem anonymen Benutzer.

[Gespräch melden](#)

Gestalte mir eine Grafik der Wettbewerbskräfte nach Michael Porter



Appendix 6: Example of a declaration of use of AI

Example of a declaration of use of AI in the context of courses/examinations – for students –

I, (name of student), hereby declare the extent to which I have used Artificial Intelligence (AI), including tools like ChatGPT, Co-Pilot, DeepL Write, Grammarly, or similar, in the preparation of this exam/assignment. I have used AI-supported tools as follows (please check all applicable options):

- Not at all – the work was created entirely without the use of AI tools.
- For the purpose of research and to generate ideas – AI was used to develop initial thoughts, concepts, or questions (must be documented in the work).
- For the creation of outlines / the structuring of texts – AI was used as a tool to structure the work, own adjustments were made.
- To assist with wording (e.g. improving sentence structure, style) – AI was used to improve style and readability, but not to generate the text in its entirety.
- To correct grammar and spelling – AI was used to optimise language, but not to change content or generate text.
- For automatic text generation (complete paragraphs or sections of work) – AI was used to generate individual sections, which are labelled accordingly.
- For the translation of texts – AI was used for translations, with all translated passages being edited and checked for accuracy.
- To cite AI-generated content – AI-generated content was used in my work and labelled as such accordingly.
- For creating or optimising graphics, diagrams or visual representations – AI was used for pictorial representations, which were interpreted and contextualised in the work.
- For programming / code creation – AI was used to generate code, with all generated content being reviewed and commented on in a comprehensive manner.
- For the creation of AI-supported summaries of scientific texts – AI tools were used to create summaries, the contents of which were commented on in a comprehensive manner.
- For further purposes, namely: _____.

I confirm that I have provided complete and truthful information about all uses. I am aware that concealing or providing false information about the use of AI tools may be considered an attempt at deception and may have consequences under university law.

Place, date: _____

Signature: _____

Sources: The documents were compiled in accordance with the 'Guidelines for Artificial Intelligence (AI) in Teaching' at FAU Erlangen-Nürnberg (last updated on 30.04.2025).

Appendix 7: Affidavit (as of: 03.10.2025)

Affidavit

I hereby declare that

- I have written the submitted academic paper independently and have not used any resources other than those specified,
- I have fully disclosed any support received from third parties during the writing process, including significant guidance from supervisors,
- I have marked the content that I have taken verbatim or in substance from third-party works or my own works in an appropriate form and have made the origin of the information clear by providing as accurate source references as possible (e.g., in footnotes),
- I have fully and truthfully disclosed the use of generative models (artificial intelligence such as ChatGPT, Grammarly Go, Midjourney), including the product version,
- I have not previously submitted the academic work to an examination authority either in this country or abroad, and
- when passing on each copy (e.g., in printed or digital form) of the academic paper, I ensure that it corresponds to the submitted digital version.

I am aware that a false statement will have legal consequences.

Your first name, Your last name m. p.

Place, date