



## **Guidelines on Writing a Scientific Work (Master Thesis)**

at the Institute of Innovation Marketing (W-3)

**Prof. Dr. Christian Lüthje**

Head of Institute of Innovation Marketing (W-3)  
Hamburg University of Technology (TUHH)  
Am Schwarzenberg-Campus 4  
21073 Hamburg  
Phone: 040-42878-4515  
Fax: 040-4273-14479

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## 1. Introduction

This manual offers advice on the writing of scientific papers (seminar papers, bachelor and master theses) and shall enable finding important aspects and avoiding typical errors. It contains compulsory rules (**Chapter 2 – „Rules and Obligations“**) and additional guidelines (**starting with Chapter 3 – „Kür“**) which will facilitate the preparation of your work. Content and consistency of your work are of utmost importance. Nonetheless a few formal requirements should be observed. Please pay special attention to the rules listed in chapter 2. Complete and comprehensive citations and literature references as well as correct spelling and wording are very important aspects of good scientific work.

## 2. Rules and Obligations for Seminar Papers, Bachelor and Master Theses

The following aspects should be observed while writing scientific papers at the Institute of Marketing and Innovation:

- **Formatting:**  
**Font Size:** Text Size: 12pt Times New Roman, Footnotes: 10pt. Times New Roman  
**Line Spacing:** 1.5 line spacing (text), single spaced (footnotes)
- **Footnotes** should be consistently numbered.
- **Paging:** Outline, List of Figures, Appendix and List of Abbreviations with Roman numeral, normal pages with Arabic numerals.
- **Tables and Figures:** must have indications of their source and should be consistently numbered.
- **Citing** is of highest importance, no plagiarism of any kind is permitted.
- **Literature References**  
All the sources used (and only the ones that have actually been used!) are to be listed in the list of literature.
- Master and Bachelor Thesis need to be **bound**.

### **3. Preliminary Remarks to the “Kür”**

**The subsequent guidelines are meant to give you hints and advice on how to successfully prepare a scientific paper. Still, only the rules aforementioned are compulsory.** In case of doubt or any important questions of interpretation, please contact the research assistants at the Institute. Suggestions for improvement and remarks concerning inconsistencies or ambiguities are highly welcomed. Further information can be found in the literature on scientific papers mentioned in chapter 12.

### **4. General Procedure for Writing a Seminar Paper or Master Thesis**

1. Selection of a topic from the institute’s list of open topics or submission of your own suggestion regarding a possible topic to an assistant or our secretariat. You will then be contacted by our staff. Own proposals should fall within the research interests of the institute (for further details on our research interests please see our homepage).
2. Literature review based on guidelines provided by the supervisor.
3. Concretion of the problem to be addressed, formulation of a preliminary structure.
4. Registration at the Examination Office.
5. Collaboration and coordination with the supervising assistant throughout the work process.
6. Submission of work at the set deadline.

### **5. Hints on the Work Organization of Scientific Work**

A seminar paper, bachelor or master thesis entails working on a problem using scientific methods within a given period of time. To avoid lack of time at the end of the working period it may be prudent to observe the following guidelines:

**It is highly recommended to establish a time and work schedule at an early stage.**

- The collection and evaluation of scientific literature is an important phase of scientific work. Therefore, it is advisable to start your work with concentrated and intensive investigation and reading of related literature. However, you should not get nervous if the first days or even weeks do not show any visible results such as written pages. The topic should be narrowed down as early as possible to be able to read and evaluate literature selectively.

- In the beginning of the second phase experiences and own ideas should be condensed and consolidated into the outline of your work.
- The outline of your work is not a full construct of ideas, keywords and index cards are not written out concept. It is not an easy task to write out your ideas into a generally understandable text.
- The more technical final phase of scientific work should not be underestimated. It is highly recommended to familiarize yourself with any required text editors, graphic programs or statistical programs if applicable well in advance. Enough time should be scheduled for the final correcting and formatting of your work.

## **6. Literature Research**

Please take your time to search for the required literature for your topic. Before starting your search you should think about important key works, synonyms, generic terms and subtopic related to your topic. Please use the following data bases: GBV-catalogue, Abi Inform (Proquest), EBSCO, WISO I and II. These are available at the scientific libraries in Hamburg. The supervising assistant will give you hints for an easy entry to your literature research.

A seminar paper, bachelor and especially a master thesis should not only be a reproduction or compilation of existing scientific articles. It is more ambitious to choose adequate literature, to group the selected papers and classify them by their different perspectives. This initial work helps you to identify gaps and discrepancies, where you can start your own thinking.

You are expected to include available international English-speaking literature in your work. Other sources like speeches or interviews can also be used, but must always be documented and listed in a section "Special Sources" behind the section "Literature References".

## **7. Formal Guidelines**

This section will provide you with formal guidelines that should be observed while preparing your seminar paper, bachelor or master thesis.

### **7.1 Scope and Font**

Generally speaking master theses only differ from seminar papers or bachelor theses in formal terms regarding their length, the outer and inner blank title pages, the sworn

declaration and the binding.

Master theses should have an extent of 50-60 pages (seminar papers: approx. 20 pages, bachelor theses: approx 25-30 pages). This excludes the outer and inner title page, the index, and lists of abbreviations, figures and tables. It well includes the literature references, and any annex, figures and tables. The **font size** should be 12pt in Times New Roman script for the text, the footnotes should be written in 10pt Times New Roman.

The whole work should be printed on white paper (Din A4), single-sided.

## **7.2 Spacing, Page Arrangement and Numbering**

**Spacing** should be 1.5 line (18 pt) for the text and single line (12pt) for footnotes. Paragraphs should be separated by a blank line, a tabbed first line is not sufficient.

**Justification** for text and footnotes is desirable. Usage of automatic-hyphenation is not advised, as it might lead to wrong or non-aesthetic spacing. Manual hyphenation should be included at the end of the work.

For the **page arrangement** a margin for corrections must be considered. The left page margin should follow a 3 cm space, the right margin should be set at 2.5 cm (Binding and corrections). The upper margin should be of 2.5 cm (page numbers can be placed higher), the lower margin at 2 cm.

Pages with structure, lists of figures, attachments and abbreviations should be **numbered** with Roman numerals. The Arabic numerals start on the first text page. Numbers should be placed in the center of the top of the page. The Arabic numerals unlike the Roman numerals can be placed between two horizontal lines (e.g. -37- or VII).

## **7.3 Spelling and Punctuation**

Correct spelling and punctuation are extremely important and should be taken care of. Within the work consistent rules should be followed.

## **7.4 Number of Copies, Type of Binding and Submission**

Seminar papers and master and bachelor theses should be submitted twice in printed form along with a copy as MS Word file (figures should also be added as PowerPoint file) or PDF via mail or USB storage media on schedule.

The work should be printed in Din A4 format. Master and Bachelor Theses should be bound; seminar papers can be clipped with filing clips. The binding should be picked keeping in mind the convenience of the binding for the reader (past application or so-called

velo-binding). The binding should not be easily damaged (e.g. at the first opening).

## **8. Considerations Regarding the Structure of the Work**

The following considerations are to be observed when preparing the formal structure of your work. You will find an overview of the sections that should be included in your work.

### **8.1 Elements of the Paper**

Seminar papers, bachelor and master theses should consist of the following parts – in the given order (Parts 1, 12 and 13 do not apply to seminar papers):

1. Title page (without numbering), see enclosures I and II
2. Blank page
3. Abstract (numbered with Roman numerals)
4. Table of contents (numbered with Roman numerals)
5. List of abbreviations (only if applicable) (numbered with Roman numerals)
6. List of symbols (only if applicable) (numbered with Roman numerals)
7. List of figures (only if applicable) (numbered with Roman numerals)
8. List of tables (only if applicable) (numbered with Roman numerals)
9. Text (numbered with Arabic numerals)
10. Attachments (if applicable) (numbered with Arabic numerals)
11. Literature References (numbered with Arabic numerals)
12. Honorary Declaration (without numbering), see Enclosure II
13. Blank page (without numbering)

### **8.2 Abstract**

A seminar paper, bachelor or master thesis should be preceded by a concise summary. The questions argued in the paper should be taken into the abstract. Furthermore, the findings elaborated in the main body should be mentioned. The abstract along with the introduction should enable an informed reader to assess the general content and the major findings of the present work.

### **8.3 Table of Contents and Structure of the Work**

The table of contents should provide the reader with first information on the basic contents of the work and should depict its logical structure (“central theme”).

The following aspects regarding the structure of your work should be considered:

**Qualitative Requirements:** The table of contents should

- reflect the logical structure of the work,
- facilitate the reading of the work by providing a clearly arranged **overview** of its structure, e.g. by indented headings,
- be comprehensible, clear, well-balanced and easily understandable; it should be comprehensive but not excessive,
- consist of headings which clearly express the content of each section. Headings should be **meaningful** (e.g. “Description and Evaluation of the Lead User Model” instead of “Lead User Model”)
- reflect a structure where equally weighted headings have the same formal ranking within the ordering structures
- not have an excessively deep-running structure. In the case of a Master Thesis, a **three to four level** structure is sufficient. The main headings should have an equal rank in the structure.

**Formal Requirements:**

- The headings mentioned in the table of contents should be **identical** to the headings in the main text.
- At least **2 equal-weighted headings** should be present at each level of the structure, i.e. heading 1.1 must be followed by heading 1.2.
- Identical naming of headings at different levels of the structure should be avoided.
- The structure should follow the decimal system. The headings should appear with the corresponding page numbers.

#### **8.4 Abbreviations and List of Abbreviations**

Abbreviations should be avoided in the text. Still, it is allowed to use **current abbreviations** (see dictionary) like i.e., e.g., a.o. These are not to be listed in the list of abbreviations. The use of abbreviations for mere convenience like info or TIM (for Technology and Innovations Management) is **not acceptable**.

**Common subject-specific abbreviations** (like HBW, ZfB or ZfbF) may be used, but have to be mentioned in the list of abbreviations.

**Topic-specific abbreviations**, like Computer-Aided Planning (CAP) should be explained at their first use and also be listed in the list of abbreviations.

For references in footnotes and in the literature reference certain abbreviations are



commonly used and are therefore not to be included in the list of abbreviations:

Ed. (edition), Diss. (Dissertation), p. (page), pp. (pages), col. (column), Vol. (volume), et.al. (et alii = and others), Mr., Ms., B.A., Ph.D., B.C. B.C.E., cf. (from Latin for “compare”), e.g. (from Latin for “for example), and others.

## **8.5 List of Symbols**

If mathematical, economical or information technology symbols are used in the paper, these should be explained and listed in a separate list of symbols. In any case, the symbols should also be explained at their first use in the text, this can either be done in parentheses or in a footnote.

## **8.6 Introduction**

A **possible structure** of the introduction may be as follows:

1. Elaborate the main question and importance of your topic.
2. Classify your topic within the field of business administration.
3. Define the most important terms.
4. If necessary set and explain the outlines of your topic.
5. Illustrate the structure and course of your work.

In principle, the introduction should be structured from the general to the more specific. Experience shows that in comparison to the main chapters not enough importance is attached to the introduction. Throughout the elaboration of the problem outline all problems and questions are to be named as such and clearly explained regarding their importance and extent. Dependencies to other important but only partly relevant topics should be depicted. The general question should be broken up into sub problems. For each sub problem the planned course of work should be shown and explained. On the contrary, findings of the work should not be foreclosed. Moreover the problem outline is not the course of work.

## **8.7 Textual Part**

The text should be sub-divided to facilitate a clear structure, e.g. by paragraphs and empty lines. Special styles (bold or cursive text, underlining, etc.) should be used selectively, in a uniform fashion and directly understandable for the user. The combination of special styles should be avoided. One paragraph consists of at least two sentences and comprehends a continuous thought.

### **8.7.1 Headings**

Headings in text should be aligned left independent of their rank in the structure. Each heading should be self-explanatory, references to a higher level in the structure are not allowed. Full sentences should be avoided, this includes questions. There is no punctuation at the end of a heading. General headings like „Main part“ or “Text part” should be avoided.

### **8.7.2 Use of the Text Field**

A main heading (chapter) should always start on a new page. In all other cases, a heading should start from a new page, if there is not enough space left on the side for the heading, and empty line and at least the following three text lines. Each heading should be followed by at least one paragraph.

## **8.8 Figures, Tables and List of Figures**

Figures may only be used, if they are integrated into the text by references and/or explanations.

### **Formal Requirements:**

- Scanned figures and tables should be avoided (only power point graphics, please also submit these as soft copy on an accompanying disc)
- For tables, figures etc. the title comprises the following elements:
  1. Figure/Table number (continuously numbered throughout the paper)
  2. A title that explains the content of the figure/table precisely.
  3. The source (for own figures/tables: “Source: own depiction”, for modified figures/tables: “Source: own depiction modeled acc. to [author year of publication, page number]”, for copied figures/tables: “Source: [author year of publication, page number]”).

The source of the figure/table is to be given by Harvard Referencing style. All figures used in the text should be listed with their name, number and page number in the **list of figures**. If only few figures or tables are used, the list of figures might become unnecessary.

For papers where a large amount of material is presented in tables, it might become necessary to have a separate **list of tables**.

## **8.9 Attachments and List of Attachments**

Material that would interrupt the argumentation flow within the text but is crucial to the general understanding of the work, like voluminous tables, questionnaires and figures, formal deductions, unpublished sources etc., may be added as an attachment. All attachments should be named with a meaningful title, numbered and included in a separate List of attachments.

Any attachment should also be mentioned at the relevant place in the main text of the report. Example: “In practice this method is derived from forms (cf. Questionnaire for Cost Data, Attachment No. 5, p. 62)”.

### 8.10 Literature References

In general the usage of different referencing styles is possible, but the chosen citation style should be used consistently. For the bibliography the following referencing Style is recommended: Harvard citation style.

Literature that has been read but not cited does not belong to the Literature references. A blank line should be included between each Literature Reference and paragraphs of the Literature Reference should also be justified. The single statements of the Literature Reference should be indented starting from the second row, if the scope of the statement exceeds two rows, so that the last name of the author is located at the left leaf margin and directly recognizable.

- All the sources used in the paper should be listed in alphabetical order by author.
- Multiple publications by one author should be listed chronologically – with the oldest publication first – one below the other. In case of the same author and same year of publication arrange by title of publication.
- A sub-structure in the Literature Reference (e.g. by books, magazine articles, dissertations) should not be done.
- For interviews which have been used in the paper a separate list should be elaborated.
- All cited books, documents and so on have to be specified with the full title, number of the used edition, publishing place and publishing year.

Sources **without attributed author** appear in alphabetical order in the Literature References under either N.N. or the name of the publishing institution (e.g. for company reports, advertisement brochures, market research studies) and should also be cited accordingly. Unpublished material should contain a corresponding comment, like

„unpublished Master Thesis, Darmstadt, 2008“.

**For citation of the sources in the Literature References, the following citation methods are advisable:**

Books:

Last name, first name (publishing year): title, edition, publishing place: publisher

Edited Books (Anthologies):

Last name, first name (ed. or eds.) (publishing year): title, publishing place: publisher

Journals

Last name, first name (publishing year): title, in: Journal: page number

Part of an Edited Book:

Last name, first name (publishing year): title, in: first name and last name of the editor (ed. or eds.): title of the edited books, publishing place: publisher, page number

Documents:

Name of the organization, institution, publisher/author (year): title, place of business of the organization or institution / publishing place, date of completion / publishing

Articles:

Last name, first name (year): title, in: Journal, edition, date, page number(s)

Articles without information about the author are mentioned in the Literature References.

**Comments:**

- When more than one edition of the source is available, in general the youngest edition should be used. This is not the case however if a certain citation is present only in an older version or when the latest edition is not available. The declaration of the used edition should be mentioned after the title:  
...title, 2<sup>nd</sup> ed.,... (ed. for “edition”)
- This citation proposal is a mere recommendation. Generally other methods of citation are equally accepted. Still, it is by all means important to follow a consistent method throughout the work.
- The single statements **don’t** end with a dot.
- The Literature References should generally be structured in an alphabetic order.
- For citation of internet sources please refer to 9.3.4.

**9. Citation**

## 9.1 Citable Sources and Obligation to Cite

Citations are statements of other authors which have been literally or analogously transferred to your work. In general the usage of different referencing styles is possible, but the chosen citation style should be used consistently. For the bibliography the Harvard citation style is recommended. All citations must be marked as such and should be structured corresponding to the Harvard citation style:

- Subsequent to the citation the corresponding author, the year of publication and the page(s) of the cited source are stated in brackets.  
e.g.: (Maier 1999, P. 3)
- Multiple authors of one source are separated by a slash, multiple authors by a semicolon.  
e.g.: (Maier 1993, P. 9; Miller 1994, P. 85)  
(Glaser / Geiger / Rohde 1991, P. 102)
- If one author published multiple writings, the years of publication are separated by a comma. Writings published in the same year can be differentiated by adding a lowercased letter to the year of publication. The order normally refers to the first letter of the title of the different writings (alphabetic order).  
e.g.: (Miller 2002a, P. 8)

For further information about the Harvard citation style the following source is recommended: Harvard Business School (2014): “Harvard Citation Guide”, Boston

Only sources that can be understood and controlled by the reader (and especially during the correction) can be **citable sources**. This is only true for published sources. Unpublished sources and/or sources that are not easily accessible (like internal data / statistical material of a company) have to be submitted along with the work as attachments to become citable sources. However, before using such sources authorization of the author should be obtained. Lecture notes or seminar handouts should not be cited, in most cases the original source should be used and mentioned.

Verbal comments may only be cited on the basis of a conversation protocol, which should be attached to the work and listed in a separate reference list. For the sake of simplification, it is enough to mention the date of the conversation, the name of the conversation partner

along with a keyword overview of the conversation content. Citations from tutors, lecture notes and self-constructed or workgroup material should not be cited.

Generally there is an **obligation to cite**, whenever the documents another author's thoughts, bases his evaluation on these thoughts or further develops other ideas. This obligation is of course also applicable to tables, diagrams, symbols, figures, etc. In principle the original sources should be referred to. The use of secondary sources is only allowed for difficult or unobtainable original sources. The obligation to cite only vanishes when the used thoughts are considered scientific common knowledge. Scientific work does not consist in arranging many continuous citations one after the other. Paraphrased citations should be the rule.

### **9.1.1 Guidelines for Multiple Sources**

#### **Multiple Authors, Single Source**

When there are more than three authors to a single source, it is enough to mention the first author by name followed by "et al." to refer to the other authors.

#### **Single Source, two consecutive References**

If the same source is cited twice on the same page, the second time instead of stating the full source as stated above only uses the abbreviation "ibid" followed by the page number of the cited reference (for indirect citations: "Cf. ibid, p ...", for direct citations: "Ibid, p. ..."). The same applies for any further references to this source on the same page. Beware if the second footnote slips down to the next page of your work, then the source should again be stated in full. (Problems might arise with formatting or change of printer!).

#### **One author, multiple consecutive Sources**

If two sources by one author are cited on the same page one after another, the second reference should be marked with "same" instead of naming the author again.

#### **Further Recommendations**

If an original source is unavailable (even after lasting efforts to obtain the same) it may be cited by using a reference from secondary literature. In these cases, the citation of the original source should be followed by the secondary source along with "cit. op. ...". This is to be followed in the footnotes as well as in the Literature References.

Any citation should indicate the complete page numbers. The pages may be cited as single pages ("p. 18"), several single pages ("pp. 214, 216, 235"), a set of pages ("pp. 24-35" or "pp. 24ff."), whole sections of a text ("Chapter 7, pp. 26-58", always with page numbers) or

the complete text (“pass.” for passim, i.e. continuous). Other designations may be used to highlight the text (“Chapter 7, pp. 26-58, especially pp. 37 and 41”). If several pages are cited it is not allowed to use “pp. 15ff.” as this leaves it unclear whether pages 15-17 or pp. 15-27 are meant. It is however allowed to use “pp. 15f.” to cite two consecutive pages.

## 9.2 Footnotes

**Footnotes** essentially serve to indicate supplementary remarks of the author regarding the text, which, if inserted within the text, would disrupt the text-flow. Clarifying remarks by the author may be added. These remarks should only be added to further explain the source of reference and are not meant to accommodate further ideas of the author. These ideas should be stated in the main text. Footnotes should be separated from the text on the corresponding page by a 5 cm long left aligned line. The footnote should appear on the same page as the text to which it corresponds. The numbering is conducted continuously, i.e., a page- or heading-wise numbering is not allowed. Each footnote must begin with a capital letter, and must end with a full-stop.

## 9.3 Correct Citations

Correct citation is crucial for solid scientific work. Please observe the subsequent guidelines for your quotes.

### 9.3.1 Direct Quotes

Transferring full sentences, parts of sentences, terms, definitions, etc. word-by-word from other sources means direct citations. A failure to indicate such direct citations represents a serious error and may result in marking the paper as failed (“nicht ausreichend”). Direct citations are to be put in quotation marks. Long direct citations should be avoided. Any direct citations should match the cited text exactly.

It should be carefully checked whether direct citations cannot be misunderstood or misinterpreted because they have been taken out of the context of the accompanying text.

Citations within a citation should be marked with apostrophes (‘...’).

The following exceptions are possible:

- **Citation might be omitted or discontinued**

To include a citation into your own writing in a grammatically correct way, it might be necessary to adjust the citation or leave out parts of it. The corresponding position within the citation should be marked by [...] or [...] for longer parts.

- **Citations might be extended**

If a citation is extended through an explanatory remark by the author, these remarks should be placed within brackets [...] along with the note “Author’s remark”.

If there are emphasized parts in the cited text, these should be included in your citation. Should you wish to emphasize something, these emphases should be marked by the note “Author’s emphasis”.

Direct citations from German sources (or English sources if your work is written in German) can be translated or included as they are. The citation technique should be applied accordingly. Direct citations from sources in languages other than English should be translated naming the translator. The corresponding footnote should include the original text (within brackets and quotations marks). Switching between languages within a sentence should be avoided.

### 9.3.2 Indirect Quotes

An indirect citation does not replicate the original text literally but transfers the idea presented in the original text in your own words. The goal of this citation is to clearly mark an external thought, which the author uses, further develops, disagrees with or which only shows certain similarity with the author’s own line of thought. As foreign thoughts and elaborations are used, these citations also have to be marked by a reference. The according footnote starts with „Cf.“, „Ref.“, „See“, „Also see“, and others. The extent of the indirect citation should become clear from the footnote.

Close correspondence between the source and your text should be indicated by “Ref.”, a limited similarity by “See”. Other relationships between the contents should be explained in the footnote, e.g. “A precursor of this research approach can be found in the outline by Lüthje: ...”.

### 9.3.3 Secondary Citations

Secondary citations applies when direct or indirect citations are not taken directly from the original text by an author A, but from a text by an author B who himself has cited author A. Generally speaking this is not allowed. Any citation (direct or indirect) which has not been personally found should be proven on the basis of the original text. If the original source cannot be obtained despite strong efforts, a secondary citation is allowed as an exception, which should by any means be indicated in the footnote by “cited acc. to”.

### 9.3.4 Citations from the Internet



The possibility of scientifically citing sources from the Internet has not yet been clearly decided. Still, as a lot of information for many reasons is only available in the Internet, this source of media cannot be neglected. Since only the information content and not the medium is crucial, the following guidelines apply until further guidelines which especially deal with the problem of authenticity of the Internet citations will be provided:

1. Information from the Internet may only be used if this information is not (yet) available in printed form (Books, magazines, etc.) or this information is otherwise difficult to obtain.
2. Citations should be easily identifiable. As complete documents with page information can also be found in the Internet, the following guidelines apply:
  - a) **Literature References**  
**Name, Surname (Year):** Title, Online in the Internet: format: URL, last enquiry: [dd.mm.yyyy], time [hh.mm], first and last page if applicable.
  - b) **Short Citation in the text**  
 (Name Year, page numbers if applicable)

**Important:**

Any sources cited from the internet have to be submitted as soft copies (along with the final MS Word or PDF document or on a USB storage medium) and printed copies.

#### **9.4 Correct Citations**

Direct as well as indirect citations have to correctly convey the opinion of the cited author and be placed in the correct context. It is a blatant breach of rules for a diligent scientific work to use a formulation that has been taken out of its original context as evidence for a position not intended by the original author.

### **10. Guidelines for Linguistic Arrangements and Style of Scientific Work**

Since the importance of correct use of style, spelling, punctuation, sentence construction and script type is often underestimated it is highly recommended to observe the following guidelines:

- Main ideas should be placed in the main part of the sentence whereas less important ideas are to be placed in secondary sentences.
- Long compound sentences are to be avoided.

- Empty expressions and word repetitions should be avoided.
- Foreign words (especially “Buzz word”) and abbreviations should be used sparingly.
- Comparatives without a compared object are senseless.
- Passive expressions should be avoided. Facts should be expressed actively naming the agent.
- Questions should only be used as an exception.
- Use short sentences with one fact per sentence. Only use complete sentences and avoid omissions. Logical relations between two sentences should be made clear.
- Be creative in the choice of words. It often helps to use different grammatical structures (such as brackets, dashes, footnotes instead of using the same adverb over and over again).
- There should be a continuous text flow. Therefore long enumerations are to be avoided.
- The first person is unusual and should be avoided.
- Be careful with normative statements. Without a conceptual base and information about objectives formulations like “the company should ... “ or “... has to...” could be problematic.
- When using formulations like “the company”, “the supplier”, etc. the reference should be clearly stated.
- Don’t forget: Writing, printing and punctuations mistakes should be avoided (Tip: Run an automatic syllable-separation test as the last stage and get friends to proof-read your paper.).

## **11. Summary of Important Points**

### **Construct your work in a reasonable way**

- Use meaningful transitions.
- Realize and focus on the most important aspects of your topic, limit your topic in a meaningful way if necessary (after according consultation with your supervising assistant).
- Only write down facts that you yourself have fully understood.
- Justify and explain your statements.

The following **typical mistakes while writing a scientific Master thesis or seminar**

**paper** should be kept in mind:

### **Mistakes with a direct bearing on the content**

- Deciding and focusing on the topic too late (Goal: fast formulation “what is the problem?”).
- Very broad thinking, too far away from the topic.
- Attempt to “collect points” with studied knowledge where no points can be obtained due to a lack of reference to the main topic.
- Missing overviews, tables and figures where applicable and helpful.
- Superfluous introduction without developing the core problem.

### **Systematic Mistakes**

- Incomplete systematic (e.g. when listing decision criteria).
- Incomprehensible order.
- Improper weighting of different headings and chapters.
- Reasons for definition of the topic or reduced consideration of certain parts are not substantiated.

### **Formal Mistakes**

- Missing List of Abbreviations, Figures or Tables
- Orthographic and punctuations mistakes
- Sentence structure is incomprehensible or grammatically wrong
- Bad overall expression does not meet the requirements of scientific work
- Figures are not mentioned or explained in the text
- Indirect citations (“cf.”) and direct citations are wrongly attributed
- Inconsistent citations, e.g. first names and authors, short and long citations are mixed
- Citation without actually using the sources
- Used literature is missing in the Literature Reference
- Crucial literature has not been taken into consideration, e.g. standard sources, course books, articles from handbooks are missing

All the Best!!!

Prof. Dr. Lüthje

## **12. Further material on the Writing of Scientific Work**

(available in the TUHH Library and the Staatsbibliothek)

### **English Sources:**

**Hans F. Ebel. (2004)** "The art of scientific writing: from student reports to professional publications in chemistry and related fields", completely rev. ed. - Weinheim: Wiley-VCH.

**Björn Gustavii (2003)** "How to write & illustrate a scientific paper", Cambridge [a.o.]: Cambridge Univ. Press.

### **German Sources:**

**Bänsch, A. (1998):** "Wissenschaftliches Arbeiten: Seminar- und Diplomarbeiten", 6. Aufl., München: Oldenbourg.

**Jacob, R. (1997):** "Wissenschaftliches Arbeiten: eine praxisorientierte Einführung für Studierende der Sozial- und Wirtschaftswissenschaften", Opladen: Westdeutscher.

**Theisen, M. R. (2006):** "Wissenschaftliches Arbeiten: Technik-Methodik-Form", 13. Aufl., München: Vahlen.

**13. Enclosures**

**Enclosure I: Sample version – Title page for a Master Thesis**

**Co-operation between Producers and Consumers of  
Innovative Goods**

Master Thesis submitted in partial Fulfillment of the Requirements for the  
Degree of Master of ... at Hamburg University of Technology

Thesis Advisor: Prof. Christian Lüthje

Submitted by:

Franz Müller

No. of Matriculation: 123

Bogenstraße 10

21073 Hamburg

Tel.: (040) 0815

Hamburg, February 3<sup>rd</sup>, 2018

**Enclosure II: Honorary Declaration**

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**Honorary Declaration**

I hereby declare that I personally have completed the present scientific work. The ideas obtained from other direct or indirect sources have been indicated clearly.

This work has neither been submitted to any other course or exam authority, nor has previously been published.

Hamburg, (Date)

(Signature)

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