

GUIDELINES FOR BACHELOR'S THESES

Department of Marketing

University of Graz

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Author's Name

Title

Subtitle (when appropriate)

Bachelor's Thesis

to be awarded the degree of
Bachelor of Science
in Business Administration
at the University of Graz, Austria

supervised by
Name of Professor
Department of Marketing

Place, Month Year

AUTHOR'S DECLARATION

Unless otherwise indicated in the text or references, or acknowledged above, this thesis is entirely the product of my own scholarly work. Any inaccuracies of fact or faults in reasoning are my own and accordingly I take full responsibility. This thesis has not been submitted either in whole or part, for a degree at this or any other university or institution. This is to certify that the printed version is equivalent to the submitted electronic one.

Day Month Year

Signature

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PRELIMINARY PARTS OF MANUSCRIPT

(Adapted from the Journal of Marketing)

Title

- Should not exceed 25 words.
- Crisp and descriptive
- As brief as possible
- Should include the focus or topic of the study
- Should not contain words such as “Approach to ...”, “A study of ...”

Table of Contents

- It may be titled “TABLE OF CONTENTS” or “CONTENTS.”(either should be in all upper case)
- Do not list the Title Page, Author’s Declaration, or Table of Contents pages in the Table of Contents.
- The page numbers for the following pages should all be in lower case Roman numerals: List of Tables and List of Figures.
- The basic rule is to strive for consistency.
- Do not mix organizational schemes: if you begin with decimal headings, use decimal headings throughout. If you list subordinate headings for one chapter, list them for all the chapters where they appear. Example of the most common organizational schemes are provided in the Example section.
- Double space between new levels of subheading.
- When used, the Introduction is the first page of the body of the manuscript and is numbered as page 1. Be sure that the headings in the manuscript match the headings listed in the Table of Contents.
- Each chapter must have a chapter header in the manuscript and the chapter title placed on your Table of Contents. The title of a chapter is always listed in all capital letters. Do not underline.
- Chapters must be numbered using either Roman (I, II, III) or Arabic (1, 2, 3) numerals. Do not spell out numbers (ONE, TWO is not acceptable). The numbering system and form must be consistent in both the Table of Contents and the text.
- Do not use underlining in the Table of Contents except for titles of books.
- Use three or more dot leaders (...) to connect headings to page numbers. Titles must not run into the page number column.
- All Appendices must have a title, they must appear in all capital letters.
- Do not designate an Appendix “A” unless there is an Appendix “B”. List Appendix titles, with page numbers. See sample in Example section.
- When using a display (banner) page at the beginning of the Appendices, indicate its page number and use dot leaders in the Table of Contents.

List of Tables/List of Figures (when appropriate)

If a table or figure is included in the manuscript then a List of Tables or List of Figures page must be included.

- The List of Tables is ALWAYS placed before your List of Figures.
- Title your List of Tables “LIST OF TABLES” and List of Figures “LIST OF FIGURES” (both should be in all upper case and appear centered at the top of the page).
The word “Table” or “Figure” (when creating a List of Figures) is placed double (left aligned) spaced above the first Table/Figure caption.
The word “Page” is placed double spaced and right aligned above the page reference column.
- Double space between captions.
- All Table/Figure captions listed on your List of Tables/List of Figures must match their counterpart Table/Figure captions within your manuscript word for word. You are only required to list the first sentence of each Table/Figure caption on your List of Tables/List of Figures.
- Always single space between the lines of a multi-line Table/Figure caption.

Main Text

- “Don’t write research papers like mystery novels” (A. Kohli),
not a documentation of the learning process
- Provide arguments, instead of “hunting and gathering”
state more precisely/sort goals and sub-ordinate targets of argumentation
use “Bullet point-approach”
- Be objective and confirmable
no “I find that …”, “In my opinion…” etc.
- Be topic related and relevant
“Compensation-test”: Can you leave something out without affecting the
argumentation and confirmability?
If so, clarify reference (for example by question or answer to the question “what
for?”)

Please do not add any headers/footers on each page (other than the page number). Please make sure to use the correct heading style. When used, you must have more than one secondary heading per section (e.g., you may have a primary heading and two secondary/tertiary heading, but never a single secondary heading in a subsection). Headings are text only (not numbered) and are formatted according to level:

- **PRIMARY HEADING:** Centered, title-style capitalization (first letter of each word), and bold, with an extra return before and after.

- **SECONDARY HEADING:** Flush left with title-style capitalization (first letter of each word) and in both boldface and italics. You must have at least two sections beginning with a secondary heading; if there is only one, the heading should be excluded.
- **TERTIARY HEADING.** Left justified and indented with sentence-style capitalization (first word only) in italics. Punctuate the heading with a period and begin the first line of the same section on the same line. If only one tertiary heading is used, the heading should be excluded.
- **QUATERNARY HEADING.** Quaternary heading is rarely necessary but is acceptable. It is styled the same as a tertiary heading, excepting the following. It is indented twice; only the first word of the heading is capitalized; and it is enumerated using lower case letters followed by a closing parenthesis.

Introduction

- State clearly the research problem or issue that is the focus of the study
- Set the “Hook” of the paper:
Research problem can usually be expressed in one or two sentences
Explain why this issue is important or of interest, and to whom
- Define key terms on the first occasion that you use them
- Why is the research important?
- Boldly list your specific new insights, and why they are significant (contributions), in order to position against existing gaps
- Foreshadow your conclusions, do not create suspense

Literature review

- Should be a critical analysis of the main studies published that are relevant to your chosen research problem or issue (usually the top journals in the field)
- No “shopping list” approach
- Cite key authors and refer to the main theories and models
- Never lose sight of what your research questions are to facilitate staying on focus

Methodology

- This section is important because it shows how you intent to investigate your research
- Explain and justify your proposed research strategy and methods for selecting a sample or cases, and for collecting and analyzing data
- You can provide rationale for your choice of methodology by weighing up the advantages and disadvantages of alternatives
- State the delimitations that establish the scope of your research
- Be clear of what your approach is and communicate this clearly

Outcomes and timetable (applicable for PROPOSAL)

- At the proposal stage, you cannot describe the outcome of your research in terms of your findings, so the final section in your proposal is brief and will focus on the expected contribution of the research
- One way to express this is to refer to the purpose of the research
- One outcome of the research may be a contribution to knowledge
- Your proposed study must take account of time constraints

References

For samples, view *Reference List Style*.

- References are to be listed alphabetically, last name first, followed by publication date in parentheses. Use full first name, not just initials. The reference list should be typed double spaced on a separate page. Do not use indents, tabs, or symbols to delineate your paragraphs. Instead, use one hard return between each reference. The reference list is not intended to serve as a bibliography; all unnecessary, redundant, or tangential references should be eliminated.
- Each reference should be cited in text at the appropriate place. Do not include uncited works in the reference list.
- For citations of up to three authors, list all author names; for four or more authors, use the first author’s name followed by “et al.” (no italics). A series of citations should be listed in alphabetical order and separated by semicolons: (Donnelly 1961; Kinsey 1960; Wensley 1981).

- Citation in the text should be by the author's last name and year of publication, enclosed in parentheses without punctuation: "(Kinsey 1960)." If you use the author's name within the sentence, there is no need to repeat the name in the citation; just use the year of publication in parentheses, as in "The Howard Harris Program (1966)." If a particular page, section, or equation is cited, it should be placed within the parentheses: "(Kinsey 1960, p. 112)."

Appendix

- If Appendixes are provided, they appear on a new page after the figures.
- A single appendix is labeled without letters (Appendix). Multiple appendixes are labeled with letters (Appendix A, Appendix B).

STYLE CHECKLIST

(Adapted from the Journal of Marketing)

Type: Size, Fonts, Style

- Text is 12-point font Times New Roman with double space.
- Use active voice (“We designed the next three studies to test the propositions”) instead of passive voice (“The next three studies were designed to test the propositions”) throughout the paper. Use of “we” is acceptable for multi-authored papers; for single authors, passive voice is acceptable.
- Do not italicize equations, Greek characters, R-square, and so forth. Italics are only used on *p*-values.
- Different fonts may be used for poetry, dialogue, and other special circumstances. Boldface may be used for headings, chapter titles, subheadings, title and signature pages, within footnotes and bibliographic entries, and in tables or figures and their legends. Italics may be used sparingly only for special emphasis, foreign words, technical or key terms, mathematical expressions, or book and journal titles.

Margins

- The margins for each page (including preliminaries, text, appendices, reference materials, tables and charts) must not be narrower than the following (measuring from the edge of the paper to type): left, 3 cm; right, 2.5 cm; top, 2.5 cm; bottom, 2.5 cm.
- The left edge margin must be larger to accommodate the binding process.
- Margins must be uniform throughout the manuscript.

Page/Section

- Page numbers must be centered and 1.27 cm from the bottom edge of each page.
- Every sheet must be counted for purposes of numbering pages. Every page must have a page number printed on it, except the title page, declaration page. The Title Page is considered page i, but it must not be numbered. The Declaration Page is considered page ii, but it must not be numbered.
- All pages must be paginated consecutively.
- Sections should not be numbered or referred to as “Section No.” in the text.
- Begin each new chapter on a new page. Continue the text to the bottom of the page unless you are at the end of a chapter.

- Do not split references in your bibliography; always complete an entry on a single page.
- Do not split captions in the lists of tables and figures. Complete each on the same page. Multiline captions must be single spaced and not run into the number page.

Spacing

- The text must be double-spaced (including references and Declaration Page).
- No large spaces or gaps are allowed in the text.
- Single spacing is required for footnotes, captions and identification text related to tables, figures, graphs, or other illustrative materials. Single spacing is also required for bibliographic entries, and for all block quotations.
- A double space must be used to separate footnote and reference citations.
- Single spacing is permitted within (but not between) items in lists, multi-line captions, and appendices, if done in a consistent manner throughout the manuscript.

Mathematical Notations

- Equations should be centered on the page and set apart from the text. In text, refer to your equation as “In Equation 1, we □□ not □ In (1), we □”.
- Equations need to be numbered (1, 2, etc.), type the number in parentheses flush with the left margin.
- Do not use Equation Editor for simple math functions, Greek characters, etc. Instead, use the Symbol font for special characters.
- No zero before decimal points (e.g., 0.97 should be simply .97).

Tables/Figures

Tables and figures should be titled in such a way that the content is easily understood.

Do not place tables and figures within the text, could write e.g., “insert Figure 1 here” (center, in a separate line). Rather, place them sequentially at the end of the text (before Appendix) with titles above the tables and figures. Tables and figures must also be provided in their original format.

- Tables and figures should have titles that reflect the take-away. For example, “Factors That Impact Ad Recall” or “Inattention Can Increase Brand Switching” are far more effective than “Study 1: Results”.

- Write out variables: Do not use abbreviations for variables, unless they have been defined in the text.
- Be complete. Include descriptive captions or footnotes.
- Label lines in graphs rather than using captions.

Tables

Tables should consist of at least four columns and four rows; otherwise, they should be left as in-text tabulations (do not include headings), or their results should be integrated into the text.

- All tables must be numbered, and their titles should be centered and typed in all caps.
- Designate units (e.g., %, \$, n) in column headings.
- Align all decimals; there is no zero before the decimal point in any number (.97).
- Primary headings: All first letters are capitalized. Secondary headings: Only first letter of first word is capitalized.
- Refer to tables in text by number (see Table 1). Avoid using “above” or “below.”
- Asterisks or notes cued by lowercase superscript letters appear at the bottom of the table below the rule. Asterisks are used for p values, and letters are used for data-specific information. Other descriptive information should be labeled as “Notes:” and placed after the letters.
- Tables with text only should be treated in the same manner as tables with numbers (formatted as tables with rows, columns, and individual cells).
- Make sure the necessary measures of statistical significance are reported with the table.
- Do not insert tables in the Word file as pictures. All tables should be editable in Word.

Figures

The term “figure” refers to a variety of material, including line drawings, maps, charts, graphs, diagrams, photos, and Web shots, among others.

- Submit graphics as original Excel or PowerPoint files, not just a graphic pasted into Excel, PowerPoint, or Word. This is so the production staff can edit the content. Embedded graphics hinder this process. We also accept PDF, EPS, or PostScript files made from the application that created the original figure. Specifically, we ask that you export (rather than save) the file from the original application.

- Avoid bitmap or TIFF files. However, when these files must be used--as in photographs or screenshots--submit print-quality graphics. For a photograph or screen shot, this requires a resolution of at least 300 ppi/dpi. For a line drawing or chart, the resolution should be at least 800 ppi/dpi.
- For graphs, label both vertical and horizontal axes. The ordinate label should be centered above the ordinate axis; the abscissa label should be placed beneath the abscissa.
- Place all calibration tics as well as the values outside of the axis lines.
- The figure number and title should be typed on separate lines, centered, and capitalized.
- Refer to figures in text by number (see Figure 1). Avoid using “above” or “below”.
- When preparing gray scale figures, use gray levels between 20% and 80%, with at least 20% difference between the levels of gray. Whenever possible, avoid using patterns of hatching instead of grays to differentiate between areas of a figure. Gray scale files should not contain any color objects.
- If submitting artwork in color, please make sure that the colors you use will work well when converted to gray scale. Use contrasting colors with different tones (i.e., dark blue and dark red will convert into almost identical shades of gray). Do not use light shades or colors such as yellow against a light background.

Footnotes

- Use of footnotes is discouraged. Include all information in the body of the text. If footnotes must be used, please make them short and do not use more than 10 total.
- Footnotes are to be used sparingly and must be concise. Format footnotes in plain text, with a superscript number appearing in text and the corresponding note after the reference section.
- Text is 10-point font Times New Roman with single space.

REFERENCE LIST STYLE

(Adapted from the Journal of Marketing)

- *Single- and multiple-author references for books:* List author names, including first names, publication date, book title in italics, place of publication, and publisher name:

Donnelly, James H. and William R. George (1981), *Marketing of Services*.

Chicago: American Marketing Association.

- *Single- and multiple-author reference for periodicals:* List author's full name, publication date, article title in quotes, unabbreviated name of periodical in italics, volume number, issue designation (month, season, or number), and page numbers:

Wensley, Robin (1981), "Strategic Marketing: Betas, Boxes, or Basics," *Journal of Marketing*, 45 (Summer), 173–82.

- *Single- and multiple-author reference for an excerpt in a book edited by another author(s) or a proceedings:* List author names, including first names, publication date, article/chapter title in quotes, book title in italics, volume number, editors, place of publication, publisher name, and excerpt page numbers:

Bettman, James R. and Mita Sujun (1987), "Research in Consumer Information Processing," in *Review of Marketing*, Michael J. Houston, ed. Chicago: American Marketing Association, 197–235.

McFarland, Richard G., Janice M. Payan, and James M. Bloodgood (2003), "Chain Reaction Behaviors in Channels of Distribution," in *Enhancing Knowledge Development in Marketing*, Vol. 14, R. Bruce Money and Randall L. Rose, eds. Chicago, American Marketing Association, 221–22.

- *If an author appears more than once*, substitute three em dashes (this will appear as a one-inch line when typeset) for each author's name (do not underline):

Simonson, Itamar (1989), "Choice Based on Reasons: The Case of Attraction and Compromise Effects," *Journal of Consumer Research*, 16 (September), 158–74.

———, Allen M. Weiss, and Shantanu Dutta (1999), “Marketing in Technology-Intensive Markets: Toward a Conceptual Framework,” *Journal of Marketing*, 63 (Special Issue), 78–91.

- *If two or more works by the same author have the same publication date, they should be differentiated by letters after the date and alphabetized according to the first word in the article title. The letter also should appear with the citation in the text:*

Day, George (1981a), "Analytical Approaches to Strategic Market Planning," in *Review of Marketing*, Ben Enis and Kenneth J. Roering, eds. Chicago: American Marketing Association, 89–105.

——— (1981b), "The Product Life Cycle: Analysis and Applications Issues," *Journal of Marketing*, 45 (Fall), 60–67.

- *References to unpublished works, such as doctoral dissertations, presented papers, research reports, and working papers, should be included in the references list. The words “report,” “working paper,” and so on, are not capitalized unless the work is part of a numbered section. Include information about the sponsoring university or organization, such as name of department, college, university, and city/state.*

Coughlin, Maureen (1980), "Fear of Success: Reaction to Advertising Stimuli and Intention to Purchase," doctoral dissertation, Department of Marketing, City University of New York.

Ellison, Glenn (2005), “Bounded Rationality in Industrial Organization,” paper presented at the 2005 Econometric Society World Congress, University College London (August 19–24).

Friedman, Jamie, Thomas P. Berquist, Chris Debiase, Steven Kahl, and Cheng Lim (2001), “Technology: B2B Software,” research report, Goldman Sachs (February 23).

Kwerel, Evan and John Williams (2002), "A Proposal for a Rapid Transition to Market Allocation of Spectrum," Working Paper No. 38, Office of Plans and Policy, Federal Communications Commission.

- *Web sites and URLs*: List author names, including first names, publication date, title of page on Web cite in quotes, date material was accessed in parentheses, and the full URL of the actual Web page.

Smith, Julie (2004), "I Am a Marketer," (accessed June 26, 2004), [available at <http://www.marketingscool.com>].

ABSTRACT

The abstract page has to be enclosed and handed in as a separate document.

Format for the abstract page:

Abstract

- The abstract is limited to 175 words, in third person (“the authors”) and offering the reader a brief summary of the contents of the manuscript.
- The heading of the abstract is centered, and in capital letters (with the exception of the last line).

Keywords

- Include 4-5 primary keywords that best suit the topic of the project, after the abstract.
- The heading of the keywords is indented with sentence-style capitalization in italics.