Guidelines for Academic Writing

at

Baden-Wuerttemberg Cooperative State University
Stuttgart

Department of International Business

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Preliminary Note

The following guidelines shall give a formal orientation for the production of flawless written seminar papers, project and bachelor theses in accordance with standard academic style composition. They are obligatory for all written papers and theses in the program of Business Administration – International Business at the Baden-Wuerttemberg Cooperative State University Stuttgart.

With these guidelines the following objectives should be achieved:

- Outline binding formal requirements for academic writing
- Highlight academic standards in terms of structure and content with reference to the below-mentioned standard works:[1]
    - **Stickel-Wolf, C.; Wolf, J. (2022):** Wissenschaftliches Arbeiten und Lerntechniken. Erfolgreich studieren – gewusst wie! 10., aktualisierte und erweiterte Auflage, Wiesbaden, chapter 3.5, 3.7 and 3.8.
    - **Theisen, M. R. (2021):** Wissenschaftliches Arbeiten. Erfolgreich bei Bachelor- und Masterarbeiten. 18., neu bearbeitete und gekürzte Auflage, München, chapter 5-7.

Both the available citation guidelines and the above mentioned standard works might not cover all quotation cases that may occur. In such cases, it is recommended to cite and document sources at one's own discretion in terms of an academic work and on the basis of the outlined guidelines of this document.

[1] The above-mentioned editions may not be the latest available. Please always refer to the latest editions of both standard works while writing your academic paper.

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List of Abbreviations[2]

anon	anonymous	o.V.	ohne Verfasserangabe
		o.J.	ohne Jahresangabe
		o.O.	ohne Ortsangabe
		Aufl.	Auflage
cf.	compare / confer	vgl.	vergleiche
col.	column	Sp.	Spalte
diss.	dissertation	Diss.	Dissertation
ed. / eds.	editor(s)	Hrsg.	Herausgeber
et al.	and others	u.a.	und andere
fig.	figure	Abb.	Abbildung
habil.	habilitation	Habil.	Habilitation
l. / ll.	line(s)	Z.	Zeile
no.	number	Nr.	Nummer
p. / pp.	page(s)	S.	Seite
q.v.	quod vide	q.v.	siehe auch
sic!	used to denote incorrect spelling within a quoted passage	sic!	wirklich, tatsächlich so
s.v.	sub voce (under “the keyword”)	s.v.	unter dem “Stichwort”
vol.	volume	Jg.	(Band bzw.) Jahrgang

[2] **Please note:** in general, a list of abbreviations does not include any translation. For detailed information refer to chapter “3.5 List of Abbreviations, Figures and Tables” of these guidelines.

List of Figures[3]

Fig. 1: Example of layout of diagrams included in the text.....11

[3] **Please note: a list of figures only applies, if there are more than three of them included in the text**; see chapter “3.5 List of Abbreviations, Figures and Tables“ of these guidelines.

1. Registration and Submission Process

The following paragraph explains the official registration and submission process regarding written papers and theses that has to be followed accordingly.

Seminar papers have to be submitted within the deadline set up by the lecturer as follows:

1. **1 bound copy** (adhesive or spiral binding; single-sided print) with a transparent cover incl. appendix, list of references and signed statutory declaration
2. **Electronic copy via Moodle**
    a. In total 2 files – each 100MB
    b. File 1 - complete academic paper:
        i. Complete text file **incl.** figures and tables as well as appendix, list of references and statutory declaration (signature depends on instructions of the lecturer)
        ii. Uploaded as **pdf format** on the eLearning platform Moodle – details will be communicated by the lecturer
            (1) The file name has to incl. the student's name!
            (2) Only the **final version** has to be uploaded!
    c. File 2 - zip-file:
        i. **Just text** file (**Word or any other word processing programme based upon the formal requirements outlined in these guidelines**) incl. title page and footnotes but excl. figures and tables, appendices etc. (adherence to the length of the seminar paper – see chapter 2.2 of these guidelines or outlined by the lecturer) **uploaded within** the **zip-file on Moodle**
        ii. Quoted internal empirical sources (e.g. company-internal documents, transcripts of interviews) have to be provided either as **appendix or** uploaded within the **zip-file on Moodle**
        iii. If required, additional empirical analyses (e.g. SPSS-files, MaxQDA-files) can be provided within the **zip-file on Moodle**
    d. **Note:**
        i. Submission is only complete, if the academic paper has been provided as hardcopy and electronic version on Moodle within the deadline
        ii. Seminar papers might be checked on plagiarism if requested by lecturer

In terms of project theses the following steps have to be taken:

1. Final registration of the project thesis (I or II) has to be carried out latest 6 weeks prior to submission of the written paper
2. The registration form (for project thesis I or II) is available as download on the web portal. It has to be filled out, get approved, signed and then uploaded on the web portal of the study program International Business
3. The project thesis I or II has to be submitted within the deadline set by the head of programme. Relevant data can be found on the web portal of the study program International Business under the rubric "Pläne/Blockpläne"
4. Both project theses have to be submitted as follows:
    a. **1 bound copy** (adhesive or spiral binding; single-sided print) with a transparent cover incl. list of references, appendix and signed statutory declaration
    b. **Electronic copy via Moodle**
        i. In total 2 files – each 100MB
        ii. File 1 – complete academic paper:
            (1) Complete text file **incl.** figures and tables as well as appendix, list of references and statutory declaration (does not have to be signed)
            (2) Uploaded as **pdf format** on the eLearning platform Moodle under the rubric "Digitale Abgabe"
                a) The file name has to incl. the student's name!
                b) Only the **final version** has to be uploaded!
        iii. File 2 - zip-file:
            (1) **Just text** file (**Word or any other word processing programme based upon the formal requirements outlined in these guidelines**) incl. title page and footnotes but excl. figures and tables, appendices etc. **uploaded within** the **zip-file on Moodle**. **Important:** adherence to the rules regarding the length of academic papers; project theses: 20-30 pages; exceeding or falling short of the page will be penalised with a deduction of points and/or marks
            (2) Quoted internal empirical sources (e.g. company-internal documents, transcripts of interviews) have to be provided either as **appendix or** uploaded within the **zip-file on Moodle**
            (3) If required, additional empirical analyses (e.g. SPSS-files, MaxQDA-files) can be provided within the **zip-file on Moodle**

c. **Note:**
   i. Submission is only complete, if the academic paper has been provided as hardcopy and electronic version on Moodle. **Important:** regarding project thesis II the hardcopy has to be submitted incl. 5 copies of the title page and table of contents of the academic paper
   ii. They have to be delivered to the students office in person or via registered letter with reply advice latest on the final day of submission by 1:00 pm and within the same deadline uploaded on Moodle
   iii. Project theses will be checked on plagiarism
d. Detailed information on project theses can be found on the web portal of the study program International Business under the rubric "Prüfungsleistungen/Projektarbeiten"

Regarding bachelor theses the following steps have to be taken:

1. The deadline for final registration of the bachelor thesis is on the officially announced starting date of work on the academic paper
2. The registration form is available as download on the web portal. It has to be filled out, get approved, signed and then uploaded on the web portal of the study program International Business
3. The bachelor thesis has to be submitted within the deadline set by the head of programme. Relevant data can be found on the web portal of the study program "International Business" under the rubric "Pläne/Blockpläne"
4. Formal requirements for the submission of the thesis are as mentioned below:
   a. **1 bound copy** (adhesive or spiral binding; single-sided print) with a transparent cover incl. list of references, appendix and signed statutory declaration
   b. **Electronic copy via Moodle**
      i. In total 2 files – each 100MB
      ii. File 1 – complete academic paper:
         (1) Complete text file **incl.** figures and tables as well as appendix, list of references and statutory declaration (does not have to be signed)
         (2) Uploaded as **pdf format** on the eLearning platform Moodle under the rubric "Digitale Abgabe"
            a) The file name has to incl. the student's name!
            b) Only the **final version** has to be uploaded!

iii. File 2 - zip-file:

(1) **Just text** file (**Word or any other word processing programme based upon the formal requirements outlined in these guidelines**) incl. title page and footnotes but excl. figures and tables, appendices etc. **uploaded within** the **zip-file on Moodle**. **Important:** adherence to the rules regarding the length of academic papers; bachelor theses: 40-60 pages; exceeding or falling short of the page will be penalised with a deduction of points and/or marks

(2) Quoted internal empirical sources (e.g. company-internal documents, transcripts of interviews) have to be provided either as **appendix or** uploaded within the **zip-file on Moodle**

(3) If required, additional empirical analyses (e.g. SPSS-files, MaxQDA-files) can be provided within the **zip-file on Moodle**

c. **Note:**

i. Submission is only complete, if the academic paper has been provided as hardcopy and electronic version on Moodle. **Important:** regarding bachelor thesis the hardcopy has to be submitted incl. 5 copies of the title page and table of contents of the academic paper

ii. They have to be delivered to the students office in person or via registered letter with reply advice latest on the final day of submission by 1:00 pm and within the same deadline uploaded on Moodle

iii. Bachelor theses will be checked on plagiarism

d. Detailed information on bachelor thesis can be found on the web portal of the study program International Business under the rubric "Prüfungsleistungen/Bachelorarbeit"

All academic papers (project theses I and II as well as bachelor thesis) are evaluated upon the same report form.[4]

Changes in the topic have to be approved by the supervising tutor and the head of department. Otherwise the academic paper will be declined for grading and is rated as failed.[5]

[4] Cf. Anon (publication date unknown b, e), https://www.dhbw-stuttgart.de (status as of December 19, 2022).

[5] Cf. Anon (publication date unknown c, f), https://www.dhbw-stuttgart.de (status as of December 19, 2022).

2. Format

The following chapter outlines general format specifications determined by the head of study programme. They are obligatory for all academic papers. Paragraph 2.1 deals with aspects on language, whereas chapter 2.2 focuses on the length of academic papers and finally paragraph 2.3 points out the requirements in terms of font and layout.

2.1 Language

Both project and bachelor theses have to be written in English. For seminar papers it depends on the lecturer's instructions. Orthography, punctuation and grammar should meet either generally accepted British or American English spelling and grammar rules throughout the work. The phraseology must be factually clear and based upon academic standards that are explained in detail by both Stickel-Wolf; Wolf[6] and Theisen[7].

2.2 Length

Seminar papers and project as well as bachelor theses should have the following length of continuous text excluding figures and tables, title page, table of contents, further lists (e.g. list of abbreviations), appendices and references:

- Seminar papers:
    - without presentation
        - modules of 5 to 6 ECTS: 10-12 pages
        - modules of 7 to 8 ECTS: 14-16 pages
    - with presentation
        - modules of 5 to 6 ECTS: 7-9 pages
        - modules of 7 to 8 ECTS: 10-12 pages
- Project thesis: 20-30 pages
- Bachelor thesis: 40-60 pages

No authorization of any individual deviations allowed (not even by the academic supervisor). If the number of pages is not adhered to, applicable points and even grades will have to be deducted.

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[6] Cf. Stickel-Wolf, C.; Wolf, J. (2022), pp. 224-233.
[7] Cf. Theisen, M. R. (2021), pp. 138-143.

2.3 Font and Layout

All academic papers have to be written with the use of a word processor. The following rules apply for font and layout:

Font:

- Main Text: Arial with font size 11 pt., spacing after: 12 pt., line spacing: 1.5; max. of 40 lines per page
- Headings: Highlighting through e.g. bold print, italics, spaced letters, underlining
- Footnotes: Arial with font size 10 pt., single-spaced and indented
- Bibliography: Arial with font size 11 pt., line spacing: 1.0 with blank line between entries
- Page number: Arial with font size 11 pt.

Layout:

- DIN-A4; printed out one-sided on white paper
- Top Margin: 2.5 cm
- Bottom Margin: 1.5 cm
- Left Margin: 4.0 cm
- Right Margin: 1.5 cm
- Text alignment: justification
- Blank lines in the text:
    - One blank line should be inserted between chapter headings and after each chapter
    - New chapters of the academic paper can begin on a new page
    - Large spaces between new chapters and previous chapter or paragraph should be avoided
- Page Number:
    - Centered in the top margin
    - No page number on the cover page and the Declaration of Honour
    - Roman numerical page numbers:
        - Pages upfront the main body of the text should be numbered using Roman numerals (I, II, III, etc.)
        - I should be used for the title page but should not be printed, followed by II, III etc. for preface, non-disclosure note, table of contents, etc.

- Arabic numerical page numbers: the remainder of the text, including appendices and sources should be numbered using Arabic numerals (1, 2, 3 etc.)
- Attachments in the appendix have to show (additionally to the page number) a consecutive appendix number (if consisting of several parts, a sub-number followed by a slash has to be assigned; e.g. appendix 1, appendix 2, appendix 3/1, appendix 3/2, appendix 4 etc.). They should either be inserted in front of the appendix title or subtitle (e.g. title of a table) or separately at the same height as the page number, top right; examples can be found in the Appendices of these guidelines
- The bibliography has to be filed after the appendix and by continuing the pagination. It is not a part of the appendix
- Footnotes contain sources or additional information. They have to be numbered consecutively. The notes should be separated from the text by a 4.0 cm long continuous line. By using a word processor this is done automatically

3. Structure of Academic Papers

This chapter deals with basic principles regarding the structure of academic papers, starting with general information in paragraph 3.1 and followed by detailed explanations on main components of academic papers in paragraphs 3.2 to 3.8.

3.1 General information

The base of all academic papers is formed by the outline that allows the reader to easily follow the author's train of thought. Useful guidelines on how to structure academic papers can be found in Stickel-Wolf; Wolf[8] and Theisen[9].

All academic work has to be composed according to the order as mentioned below:

- Title page (see Appendix 1)
- Non-disclosure note (where applicable)
- Abstract (possible, but not necessary)
- Preface (where applicable)
- Table of contents (see Appendix 2)
- List of abbreviations, figures and tables (where applicable)
- Text: introduction, main sections and conclusion
- Appendix with list of attachments (where applicable)
- List of references (see e.g. Bibliography)
- Statutatory Declaration (see Appendix 3)

3.2. Title page and Non-disclosure Note

The title page should be written according to the template in Appendix 1. If an agreement has been made with the partner company about the confidentiality of the contents of the paper, there should be a non-disclosure note on page II containing the following statement: "The contents of the work may not be made available to any third party without the permission of the training company".

[8] Cf. Stickel-Wolf, C.; Wolf, J. (2022), pp. 185-194.
[9] Cf. Theisen, M. R. (2021), pp. 103-107.

Additional notes on both title page and non-disclosure note can be found in Stickel-Wolf; Wolf[10] and Theisen[11].

3.3 Abstract and Preface

Generally, an abstract is composed of a brief description of the goal of the paper, the research, the research methods and structure, the findings and the conclusions. Academic papers may include an abstract, but in most cases it is not considered as necessary.[12] The content of the preface though is not directly linked to the actual topic of the paper. This involves for example a personal statement regarding the development of the topic or the mention of a supporting person or institution. But only in particularly justified cases should one make use of mentions.[13]

3.4 Table of Contents

The table of contents is an integral and mandatory part of an academic paper. It shows all of the components of the academic work that follow the title page, with the respective page numbers.

Two main aspects have to be considered when setting up the table of contents:

- Choose the decimal numbering system based upon the tiered principle[14] (example in Appendix 2)
- Make use of the word processor's function to set up automatically the table of contents

For further important guidelines regarding table of contents, please refer to Stickel-Wolf; Wolf[15] and Theisen[16].

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[10] Cf. Stickel-Wolf, C.; Wolf, J. (2022), pp. 253-254, p. 268-269.
[11] Cf. Theisen, M. R. (2021), pp. 191-192, p. 200.
[12] Cf. Stickel-Wolf, C.; Wolf, J. (2022), p. 255.
[13] Cf. Stickel-Wolf, C.; Wolf, J. (2022), p. 256; Theisen, M. R. (2021), pp. 198-200.
[14] Cf. Theisen, M. R. (2021), pp. 104-105.
[15] See also Stickel-Wolf, C.; Wolf, J. (2022), pp. 256-258.
[16] See also Theisen, M. R. (2021), pp. 193-195.

3.5 List of Abbreviations, Figures and Tables

Generally, abbreviations should be avoided within the text as far as possible. Especially in the following cases, abbreviations should not be listed:

- Commonly used abbreviations listed in the Duden
- Abbreviations mentioned in the List of Abbreviations of these guidelines
- Abbreviations only used if citing sources, e.g. in footnotes or bibliography
- No more than three different abbreviated terms (even if these appear repeatedly); in such cases the abbreviation should appear in brackets right after the term when it is mentioned for the first time; for example: "(…) the increasing adoption of enterprise resource planning (ERP) systems supports the optimization of business processes."

If a list of abbreviations[17] is part of an academic paper, then it has to follow the table of contents. Additional notes on abbreviations can be found in Stickel-Wolf; Wolf[18] and Theisen[19].

Regarding the usage of figures and tables, both standard works provide useful design notes that should be taken into account.[20] Apart from that, the following aspects have to be considered:

- Consistent layout throughout the academic paper based upon the principles of completeness, accuracy, clearness, and high graphical quality (e.g. in terms of resolution and readability)
- Lettering has to be in English, i.e. in case the lettering has been translated into English the note: “(translated by the author)” should be added in the footnote
- Sources of figures and tables must be mentioned in the footnotes[21]
- Set up a list of figures resp. tables[22] only if there are more than three of them included in the text

The graphic below shows the correct layout of figures and tables included in the text:

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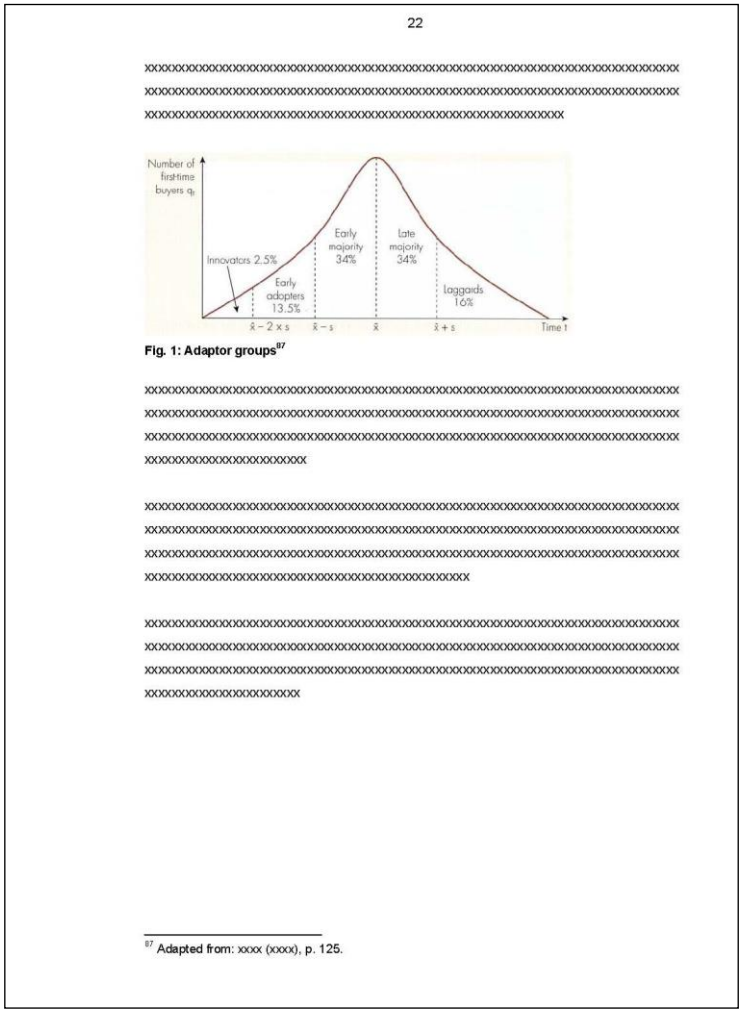
[17] An example can be found in the “List of Abbreviations” under “Appendices” of these guidelines.
[18] Cf. Stickel-Wolf, C.; Wolf, J. (2022), pp. 259-260.
[19] Cf. Theisen, M. R. (2021), pp. 195-197.
[20] See also Stickel-Wolf, C.; Wolf, J. (2021), pp. 250-252; Theisen, M. R. (2022), p. 195.
[21] For detailed information please refer to chapter “4.3 Sources for Figures, Tables and Attachments" of these guidelines.
[22] An example can be found in the “List of Figures” of these guidelines.


22
xxxx

description, i.e. identical to the appendix number, subheading and page number as well as based upon the same layout as the list of figures and tables.[25]

Please note: In case company-internal, publicly not available documents, are not provided in the appendix, they have to be uploaded within a zip-file on Moodle in order to allow access to the reader. Apart from that and if required, additional empirical analyses (e.g. SPSS-files, MaxQDA-files) can be provided to the reader within a zip-file on Moodle.

3.7 References

All sources used within the main text and appendices have to be indicated in the relevant listings. Documents that do not appear in the above mentioned parts must not be listed in the source directories. As a general rule, the listings start on a new page and have to be set up in alphabetical order upon the authors' name. The most important list is the bibliography, which should offer an overview of the relevant and current specialist literature on the subject and have a considerable scope.

Detailed information on the different source directories and categories of bibliography as well as methods and instructions regarding quotations can be found in chapter "4.4 Source Directories" and chapter "4.5 Details and Examples of Quotations and References" of these guidelines.

3.8 Affidavit (or Statutory Declaration)

According to the examination rules and regulations, a statutory declaration must be attached to every seminar paper, project and bachelor thesis.[26] The statement must be attached after the bibliography and should be the final page (no page number) of every copy of the paper. The hardcopy of the academic paper must contain an original signature on the affidavit.[27]

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[25] Example in the "Appendices" of these guidelines.
[26] Example in Appendix 3 of these guidelines.
[27] Cf. Stickel-Wolf, C.; Wolf, J. (2022), pp. 269-270; Theisen, M. R. (2021), pp. 221-224.

4. Citation and Documentation of Sources and References

In this chapter the binding method of citation (paragraph 4.1) and indication of sources (paragraphs 4.2 to 4.5) for academic works within the study program are explained and illustrated by examples and with reference to the standard works mentioned in the Preliminary Note.

4.1 Correct Citation

Based on the copyright law from September 9, 1965 quotations of sources are a legal requirement. For any statements, thoughts and results that have been taken from other sources (company internal sources, interviews with experts, and any acknowledged academic literature) the original source must always be indicated.[28] Thereby the following aspects have to be ensured:

- The short documentation in the footnote can be assigned to the full documentation in the list of references
- The reference to the footnote in the text should be indicated by an Arabic superscript
- All sources are available to the reader; literature that is not available cannot be quoted
- In exceptional cases where sources cannot be made available due to confidentiality (company-internal sources), but the information is absolutely relevant for the academic work, at least the source must be mentioned and listed

Further important notes on citation requirements in academic work can be found in Stickel-Wolf; Wolf[29] and Theisen[30].

Generally, it must be clear whether the quoted text is taken verbatim (direct quotation) or just paraphrased, i.e. writing the gist or meaning of the quote (indirect quotation). In very rare cases, it is allowed to cite from secondary sources. The different citation forms are explained in detail in the following sections 4.1.1 to 4.1.4 and should be complemented by relevant information of both standard works.

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[28] For further details, see chapter “4.1.3 Quotations from Secondary Sources” of these guidelines.
[29] See also Stickel-Wolf, C.; Wolf, J. (2022), pp. 237-238.
[30] See also Theisen, M. R. (2021), pp. 143-145.

4.1.1 Direct Quotations

A direct quotation is the case, if text from a third party is included literally into one's own academic paper.[31] In general, direct quotations should only be used if it depends on the exact wording or when dealing with particularly concise formulations. In all other cases, paraphrasing is preferable.[32]

Every direct quotation must be written within double quotation marks. If a longer text (more than five lines) needs to be quoted, then it is recommended to indent the text by three spaces using single line spacing. In the footnotes, the source should be stated right after the number of the footnote by giving the surname of the author.[33]

Example:

> (text): "Psychographic segmentation involves grouping people according to their lifestyle and personality characteristics."[1]
> (footnote): [1] Jobber, D. (2007), p. 285.

A direct quote may not differ in any way from its original source even if the text is written in an old orthography or if the punctuation is incorrect. Mistakes in quoted text passages can be marked with (sic!) to show that the author has been aware of these peculiarities.[34] Only obvious printing errors may be corrected.

It is allowed to translate direct quotations e.g. from German into English. By doing so, the following wording has to be added within the text and directly after the quotation: "(author's own translation)". The original citation though should be included in the footnote following the source documentation.[35]

Quotations must not be taken out of context. The quotation may not be used to give any other meaning apart from that of the original context. It is also allowed to use ellipses to show that parts of a quotation have been omitted. The omission of a single word should be indicated by two periods (..), whereas the omission of two words or more should be indicated by three periods (…). If the original text is supplemented or added by own but necessary insertions, these have to be put in square brackets.[36]

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[31] Cf. Theisen, M. R. (2021), p. 153.
[32] Cf. Stickel-Wolf, C.; Wolf, J. (2022), p. 236.
[33] Cf. Stickel-Wolf, C.; Wolf, J. (2022), pp. 243-244; Theisen, M. R. (2021), p. 153, 158.
[34] Cf. Stickel-Wolf, C.; Wolf, J. (2022), pp. 243-244; Theisen, M. R. (2021), p. 156.
[35] Cf. Stickel-Wolf, C.; Wolf, J. (2022), p. 244; Theisen, M. R. (2021), p. 157.
[36] Cf. Stickel-Wolf, C.; Wolf, J. (2022), p. 244; Theisen, M. R. (2021), pp. 153-155.

Example:

(text): Bloomberg's survey on MBA compensation reveals that: "Surprisingly, though, age stops giving graduates a [significant] pay advantage fairly quickly."[2]

(footnote): [2] Kitroeff, N.; Rodkin, J. (2015), http://www.bloomberg.com (status as of July 10, 2015).

If you want to highlight any particular part of the text, this should be marked by adding the following wording: "(author's own accentuation)".

Example:

(text): "Another way of assessing the impacts of traits on leadership is through the concept of **emotional intelligence** (author's own accentuation), which emerged in the 1990s as an important area of study in psychology."[3]

(footnote): [3] Northouse, P. G. (2013), p. 27.

4.1.2 Indirect Quotations

Academic papers are predominantly based upon indirect quotations (paraphrasing). Even in such cases, it is necessary to indicate the exact source. It must be unambiguously clear that other people's thoughts or ideas are reproduced.[37]

Paraphrases are not put in quotation marks. However, it is necessary to add the abbreviation "cf." in the footnote before stating the source.[38]

Example:

(text): Successful transnational alliances are based on trust developed between the involved parties.[4]

(footnote): [4] Cf. Deresky, H. (2014), p. 134.

The extent of the paraphrase must be clearly discernable. This is achieved by placing the footnote number right after the paraphrased quote.[39] If the indirect quotation is though extensive, then the footnote number can be placed at the beginning of the paraphrased section (after an introductory sentence or clause).

Example:

(text): The four key elements of the BrandAsset Consulting model are as follows:[5]

(footnote): [5] Cf. Czinkota, M. R.; Ronkainen, I. A. (2013), p. 381.

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[37] Cf. Stickel-Wolf, C.; Wolf, J. (2022), pp. 236-237; Theisen, M. R. (2021), p. 158.
[38] Cf. Stickel-Wolf, C.; Wolf, J. (2022), p. 245; Theisen, M. R. (2021), pp. 158-159.
[39] Cf. Stickel-Wolf, C.; Wolf, J. (2022), p. 245; Theisen, M. R. (2021), pp. 159-160.

4.1.3 Quotations from Secondary Sources

As a general rule, both direct and indirect quotations should be based on primary sources. Only in cases when the original work could not been accessed at all, is it allowed to quote from secondary sources.[40]

In the footnote, the original source with all relevant bibliographic details (e.g. title, place and year of publication) has to be documented first. This is followed by an additional note "cited in:" and details of the secondary source in the form of a short documentation. Unlike the secondary source, the original source is not listed in the bibliography.

Example:

> (text): Back in the 1990s scientists focused on "(…) leadership traits associated with 'social intelligence', characterized as those abilities to understand one's own and others' feelings, behaviors, and thoughts and to act appropriately."[6]
>
> (footnote): [6] Marlow, H. A. (1986), Social intelligence: Evidence for multidimensionality and construct independence, Journal of Educational Psychology, vol. 78, pp. 52-58, cited in: Northouse, P. G. (2013), p. 22.

4.1.4 Quotations within Quotations

Verbatim citations within direct quotations have to be marked both at the beginning and end by single quotation marks ('…').[41]

Example:

> (text): Pearce and Robinson place an emphasis on the cultural norm guanxi by saying: "Although networking is important anywhere to do business, the difference in China is that '*guanxi* networks are not just commercial, but also social, involving the exchange both of favor and affection'."[7]
>
> (footnote): [7] Pearce II, J. A.; Robinson Jr., R. B. (2000), p. 31.

---

[40] Cf. Stickel-Wolf, C.; Wolf, J. (2022), pp. 237-238; Theisen, M. R. (2021), pp. 162-163.
[41] Cf. Stickel-Wolf, C.; Wolf, J. (2022), p. 244; Theisen, M. R. (2021), pp. 163-165.

4.2 Usage of Footnotes and Guidelines for Documentation

The usage of footnotes has two main purposes: either to indicate sources of a quote or to add further explanatory references, e.g. delimitations, explanation of details or definitions (including also citations) that would otherwise interrupt the text flow if included therein.[42]

Examples:

(text): "Trade among Canada, Mexico, and the United States has increased dramatically since NAFTA[8] took effect, with total trade exceeding $939.4 billion in 2010."[9]

(footnote):

[8] NAFTA (North American Free Trade Agreement) is a trading bloc – the world's largest free market - between the United States, Canada and Mexico that came into effect on January 1, 1994.
[9] Cf. Czinkota, M. R.; Ronkainen, I. A. (2013), p. 110.

(text): Corporate social responsibility (CSR)[10] plays an important role for marketing experts in the business world.

(footnote):

[10] CSR is defined as "The continuing commitment by companies to behave ethically and contribute to worldwide economic development while improving the quality of life of the workforce and their families, as well as of the local community and the international society at large." (Hollensen 2015, p. 330).

As a general rule, short documentations in the footnotes should provide the following basic information:

Author(s) surname, initial of first name (year of publication), page(s).

Please note: in case of citations (direct or indirect) within footnotes, the source(s) have to be quoted within the footnote upon Harvard referencing style (see example above):

(**Author(s) surname and year of publication, page(s)**).

Furthermore, there are some important aspects explained in detail below that have to be considered regarding the documentation of sources in footnotes. Additionally to that, please refer to Theisen[43].

---

[42] Cf. Stickel-Wolf, C.; Wolf, J. (2022), pp. 241-242; Theisen, M. R. (2021), pp. 149-151, 170-172.
[43] See also Theisen, M. R. (2021), pp. 147-149, 185-187.

Multiple authors should be divided by a semicolon (;). If there are more than three authors just the name of the first author is mentioned followed by "et al.".

Examples:

[11] Cf. Kirsch, J.; Müllerschön, B. (2009), p. 23.
[12] Cf. Rade, K. et al. (2002), p. 35.

In case more than one work from an author with the same year of publication is quoted, the year should be followed by a lower case. This differentiation should also be included in the list of references.

Examples:

[13] Cf. Schuler, M. (2002a), p. 35.
[14] Schuler, M. (2002b), pp. 19-20.

When referring to multiple literary sources in a footnote, the individual sources should be separated by a semicolon (;).

Example: [15] Cf. Stickel-Wolf, C; Wolf, J. (2019), p. 250; Theisen, M. R. (2017), p. 217.

If the author of a quoted source is unknown, the note "Anon" has to be provided.

Example: [16] Cf. Anon (2002), p. 8.

In case the date of publication of the source is unknown the footnote should be added by the wording “publication date unknown”, where applicable including small letters for differentiation.

Examples:

[17] Cf. Anon (publication date unknown a), p. 3.
[18] Anon (publication date unknown b), pp. 9-12.

Sources in footnotes must provide a specific page or column reference the relevant text passage refers to. When stating page numbers it is necessary to indicate whether the quotation is taken from one page only or whether it continues over the following page(s).

Examples:

[19] Cf. Theisen, M. R. (2017), p. 169.
[20] Cf. Stickel-Wolf, C.; Wolf, J. (2019), pp. 230-232.

Basically, the same applies when stating column numbers, e.g. when using collected editions as source then they have to be stated as follows: col. 1706-1710.

Additional information can be indicated in the footnote by using the wording "see also". It should be used if the reader should be made aware of other authors, who have written

extensively about this specific subject. To refer to a text passage elsewhere in one's own paper "q.v." can be used. However, for a comparison with an external work it is more appropriate to use "cf.".

4.3 Sources for Figures, Tables and Attachments

The sources for graphics and tables in the text or appendices have to be indicated in the footnotes. The number of the footnote should be included at the end of the figure's title. If the graphic or table appears in its original form[44] the source itself should include the note: "Found in:". However, if the figure has been modified the note: "Adapted from:" has to be mentioned. In cases graphics and tables are designed by the author, then the footnote should include the wording: "Author's own illustration". If the figure is created based upon a source, then reference has to be given as follows: "Author's own illustration based on …". In case the lettering has been translated into English the note: "(translated by the author)" should be added.

The sources should be indicated using the same format (short documentation) as for other quotations in footnotes.

Example:

Fig. 14: The relationship of vision, strategies, plans, and budgets[21]

- Unmodified: [21] Found in: Kotter, J. P. (2012), p. 73.
- Modified: [21] Adapted from: Kotter, J. P. (2012), p. 73.
- Modified: [21] Adapted from: Kotter, J. P. (2012), p. 73 (translated by the author).
- Own figure: [21] Author's own illustration.
- Own figure: [21] Author's own illustration based on Kotter, J. P. (2012), p. 73.

[44] **General rule:** graphics/tables must not be copied from the original source and implemented into the academic paper. The author has to create the graphic/table by oneself without any modifications.

4.4 Source Directories

There are different source directories, which should be differentiated from each other as follows:

- Bibliography (e.g. books; essays and articles in specialist journals, magazines and newspapers; contributions in collected works; other sources)
- List of internet sources
- List of court decisions
- List of administration directives
- List of company-internal documents
- List of interviews (e.g. face-to-face, telephone or MS teams interviews with experts)

Whereas a bibliography is always essential, the other directories should only be included if required. Directories should be included following the appendix and in the order as given above. General requirements on the bibliography and especially on its structure and design are explained in detail in Stickel-Wolf; Wolf[45] and Theisen[46]. Apart from that, the below mentioned aspects have to be considered when setting up source directories:

- Include all source entries without any sub-categories, in alphabetical order according to the (first named) author's surname; the author's first name(s) should be indicated by their initials
- All authors (or editors) should be named when quoting a source; in case there is more than one author or editor, the names should be separated by a semicolon
- Collected works (editors' works) should include the editor's name, which should be followed by the abbreviation "ed." in brackets; editors' works should appear only in the bibliography in connection with the quoted contribution[47]
- The last named author or editor has to be followed by the year of publication, written in brackets
- If the author published more than one work in the same year and these are included in the bibliography, they should be differentiated by a lower case following the year of publication; these distinctive lower cases should be identical to those used in the footnotes in the text[48]

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[45] See also Stickel-Wolf, C.; Wolf, J. (2022), pp. 260-266.
[46] See also Theisen, M. R. (2021), pp. 201-219.
[47] Details can be found in chapter "*4.5.1.2 Contributions in Collected Works and Works of Reference*" of these guidelines.
[48] See also chapter "4.2 Usage of Footnotes and Guidelines for Documentation" of these guidelines.

- The year of publication (or if applicable the added lower case) has to be followed by a colon (:) that leads to the title of the published work
- For a better readability, all entries (including the colons) up to this point should be written in bold type
- After the complete title and between main title and sub-titles a full stop has to be included; all further information (e.g. edition and place of publication by monographs) should be separated by commas
- Multiple places of publication should be divided by a comma (,). If there are more than three places of publication just the name of the first is mentioned followed by "et al.".
- The publishing house and ISBN should not be included in the list of sources
- Each entry in the list of sources has to be followed by a full stop (.)
- **Important:** Sources must not be falsified, i.e. never use English wording for a German source and vice versa

4.5 Details and Examples of Quotations and References

The way of citing sources in terms of scope and order of requested data may vary depending on the type of source. The following paragraphs 4.5.1 to 4.5.5 explain in detail how to cite and give reference depending on the different kinds of sources.

The information given is binding and should be complemented by the two standard works of Stickel-Wolf; Wolf and Theisen. Apart from that, the general usage of the software "Citavi" or "Zotero" enables students to do research and documentation of sources and references according to the standard academic guidelines of our study program of Business Administration - International Business at the Baden-Wuerttemberg Cooperative State University Stuttgart.[49] Academic writing will then be much easier, faster, and even safer in terms of correct citation and avoidance of plagiarism. For all academic papers, the specific citation style for our study program BWL-IB should be chosen. It covers all standard cases as explained in these guidelines. Though, please consider specific notes for the usage of both Citavi or Zotero mentioned on the web portal of the study program.[50]

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[49] The software "Zotero" can be used by students free of charge; "Citavi" is available on a pay-per-use basis.

[50] https://www.dhbw-stuttgart.de/studierendenportal/bwl-ib/pruefungsleistungen/projektarbeiten/ or https://www.dhbw-stuttgart.de/studierendenportal/bwl-ib/pruefungsleistungen/bachelorarbeit/.

4.5.1 Specialist Literature

The following literary genres and types of specialist literature can be considered:

- (e-)Books (e.g. monographs)
- Dissertations and habilitations
- Scientific series
- Contributions in collected works or reference works
- Articles and essays in specialist journals, magazines and newspapers
- Dictionaries

4.5.1.1 Monographs, Dissertations, Habilitations and Scientific Series

Short documentation in the footnote:
(Cf.) Author(s) surname, initial of first name (year of publication), page(s).

Example: [22] Cf. Czinkota, M. R.; Ronkainen, I. A. (2013), p. 110.

Full documentation in the bibliography:
Author(s) surname, initial of first name (or if applicable **editor's name) (year): title of the work**. If necessary **sub-title.** Where applicable **diss**ertation, **habil**itation, **scientific series, volume** and **edition,** followed by **place of publication.**

Additionally to that, some further aspects have to be taken into account:[51]

- In case of:
    - a dissertation or habilitation the abbreviation "Diss." resp. "Habil." incl. field of study has to be included in brackets following the title and if applicable the subtitle
    - in case a dissertation or habilitation has not been published the note "unpublished Diss." as well as the name of the university that had accepted the paper should be mentioned
    - if the dissertation (as monograph) has been published within a scientific series[52], the scientific series without mentioning any editor (and if applicable volume and edition) as well as the place of publication have to be mentioned; see example below

[51] Cf. Stickel-Wolf, C.; Wolf, J. (2022), pp. 263-265; Theisen, M. R. (2021), pp. 203-207.
[52] Scientific series are a set of works that are published on a topic in a series of a publishing house.

- The volume number should only be added if there are multiple volumes; by doing so the abbreviation “vol.” should be used
- The number of the edition and if required additional information such as "revised edition" has to be included only if the quotation comes from an edition other than the first
- ebooks have to be quoted based upon their physical (offline) source and not upon the online source (internet source)

Examples:

Kirsch, J.; Müllerschön, B. (2009): Marketing kompakt. 6., überarb. u. erw. Auflage, Sternenfels.

Scharf, A.; Schubert, B. (2001a): Marketing. Einführung in Theorie und Praxis. 3. Auflage, Stuttgart.

Rothlauf, J. (2014): A Global View on Intercultural Management: Challenges in a Globalized World. Berlin, München, Boston.

Krause-Söhner, E. (2021): Dynamics of Organizational Ambidexterity. Studies from a Processual Constructivist Perspective (Diss., Economic Sciences). In: Markt- und Unternehmensentwicklung, Markets and Organisations, Wiesbaden.

4.5.1.2 Contributions in Collected Works and Works of Reference

Short documentation in the footnote:

(Cf.) Author(s) surname, initial of first name (year of publication), cited page(s) of the contribution**.**

Example: [23] Cf. Hoffmann, F. (1980), col. 1427.

Full documentation in the bibliography:

Surname, initial of first name (year): title or keyword. Where applicable **sub-title. In: Surname, initial of first name (ed./eds.): title of the collection.** If necessary **sub-title.** Where applicable **scientific series, volume, edition, place of publication, page(s)** or **column(s)** of complete contribution**.**

Apart from that, some additional notes have to be considered:

- The short documentation of collected works and works of reference[53] always refers to the author
- Regarding volume and edition, please refer to chapter “4.5.1.1 Monographs, Dissertations, Habilitations and Scientific Series”

[53] Collected works and works of reference are works with contributions of several authors.

- Pages and if applicable, columns of the complete contribution (comprising more than one page) should always be written in the format: "pp. XX-YY" and "col. XX-YY"

Examples:

Hoffmann, F. (1980): Organisation. In: Grochla, E. (ed.): Handwörterbuch der Organisation. 2., überarbeitete Auflage, Stuttgart, col. 1425-1431.

Wall, E. A.; Berry, L. L. (2001): Designing the Service Factory for Customers and Employees. In: Bruhn, M.; Stauss, B. (eds.): Dienstleistungsmanagement Jahrbuch 2001. Interaktionen im Dienstleistungsbereich. Wiesbaden, pp. 521-531.

4.5.1.3 Articles and Essays in Specialist Journals and Magazines

Short documentation in the footnote:

(Cf.) Author(s) surname, initial of first name (year of publication), cited page(s) of article or essay**.**

Example: [24] Cf. Homburg, C. (1991), pp. 137-144.

Full documentation in the bibliography:

Surname, initial of first name (year): essay title. If applicable **sub-title. Title of journal** or **magazine, volume, journal** or **magazine number, complete pages** of article or essay**.**

Please note:

- The title of a journal or magazine[54] should be mentioned without the word “in:” (requested for German-language quotations); generally the title is underlined or written in italics (the consistent use of a format is compulsory)[55]
- Journal or magazine number should be indicated by “no. xx”
- Special issues are numbered consecutively within one year and would replace the journal or magazine number but not the volume; the latter refers to the year of publication
- Journals have to be quoted based upon their physical (offline) source and not upon the online source (internet source)
- The above mentioned documentation guidelines should be complemented by additional information presented in both standard works[56]

[54] For a list of journals and magazines, please refer to Appendix 4 of these guidelines.
[55] Cf. Brink, A. (2013b), p. 8.
[56] Cf. Stickel-Wolf, C.; Wolf, J. (2022), p. 261, 264; Theisen, M. R. (2021), pp. 209-211.

Examples:

Homburg, C. (1991): Cross-Validation and Information Criteria in Causal Modeling. Journal of Marketing Research, vol. 28, no. 2, pp. 137-144.

Eichhorn, S. (1991a): Krankenhausmanagement. Führungsaufgaben und Leitungsorganisation. führen & wirtschaften, Jg. 8, Nr. 4, pp. 244-250.

Eichhorn, S. (1991b): Krankenhausmanagement. Gegenwärtige Situation und Perspektiven. Die Betriebswirtschaft, Jg. 51, Nr. 4, pp. 455-465.

Schäffer, U.; Weber, J. (2015): Budgetierung und Planung. Auf ein Neues! Controlling and Management Review, Sonderausgabe 1-2015, pp. 76-81.

Exceptions:

- Especially in terms of academic essays and articles published online first or just online, the following indications are most likely not available: volume, issue number and pages
- In such cases, the so-called DOI-number (Digital Object Identifier) has to be mentioned

Example: [25] Cf. Luo, Y.; Tung, R.L. (2025), https://doi.org/10.1057/s41267-025-00777-z.

Luo, Y.; Tung, R.L. (2025): A multipolar geo-strategy for international business. Journal of International Business Studies*,* https://doi.org/10.1057/s41267-025-00777-z.

4.5.1.4 Newspaper Articles

Short documentation in the footnote:
(Cf.) Author(s) surname, initial of first name (year of publication), page(s).

Example: [26] Cf. Darendorf, R. (1975), p. 9.

Full documentation in the bibliography:
Surname, initial of first name (year): headline/title of the article**.** Where applicable **subtitle. Name of newspaper, issue number of day month year, page(s).**

Additionally to that, please consider the below-mentioned aspects:

- The name of the newspaper should be mentioned without the word “in:”
- The date of publication of the particular edition should always be complete (DD/MM/YYYY); the month may be written as a number or given in full (**the consistent use of a format is compulsory**)

Examples:

Dahrendorf, R. (1975): Sollen die Briten von uns lernen? Die Zeit, Nr. 39 of September 19, 1975, p. 9.

Anon (1991): Bergleute bangen um ihre Arbeit. Badische Zeitung, Nr. 136 of June 15, 1991, p. 10.

4.5.1.5 Dictionaries

Short documentation in the footnote:

(Cf.) Name of dictionary (year of publication), s.v. keyword.

Example: [27] Cf. Gabler Wirtschaftslexikon (2009), s.v. Marketing.

Full documentation in the bibliography:

Name of Dictionary (year of publication): s.v. keyword, edition, place of publication.

Example:

Gabler Wirtschaftslexikon (2009): s.v. Marketing, 17. Auflage, München.

4.5.1.6 Other Sources

The above mentioned citation and documentation guidelines apply accordingly for publicly available documents[57] assigned to other sources.

Examples for documentation in the bibliography:

Scharf, A.; Schubert, B.; Volkmer, H.-P. (1996): Conjointanalyse und Multimedia. Überprüfung von Produktkonzepten für neue Nahrungs- und Genussmittel mittels multimedialer adaptiver Conjointanalyse. Beiträge zur Marketingwissenschaft, Arbeitspapier Nr. 3, Institut für Marketing und Handel, Georg-August-Universität Göttingen, Göttingen.

Dr. Ing. h.c. F. Porsche AG (2015): Geschäftsbericht 2014, http://www.porsche.com/germany/aboutporsche/overview/dataandfacts/ (status as of August 13, 2015).[58]

Anon (2001): Wirtschaftliche Entwicklungen im Euro-Währungsgebiet. In: Europäische Zentralbank (ed.): Monatsbericht Juni 2001, pp. 9-73.

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[57] Examples are business reports, work reports and research papers. Handouts from lectures, however, do not belong to the category of scientific work and should not be quoted or listed in the directory of other sources.

[58] For citation rules see chapter “4.5.2 Publications on the Internet” of these guidelines.

4.5.2 Publications on the Internet

Short documentation in the footnote:

(Cf.) Author(s) surname, initial of first name (year of publication), short URL (status as of date of retrieving).

Examples:

[28] Cf. Anon (publication date unknown), https://www.dhbw-stuttgart.de (status as of August 19, 2024).
[29] Cf. Anon (2018), https://www.dhbw-stuttgart.de (status as of August 19, 2024).

Full documentation in the list of Internet sources:

Surname, initial of first name (year): headline/title of Internet page/-source**, complete URL (status as of date of retrieving).**

Examples:

Anon (publication date unknown): BWL-International Business, https://www.dhbw-stuttgart.de/studium/bachelor-studienangebot/wirtschaft/bwl-international-business/ (status as of August 19, 2024).

Anon (2018): Rahmenstudienplan, https://www.dhbw-stuttgart.de/studierendenportale/bwl-ib/Modulbeschreibungen_ab_2018/Curriculum_BWL-International-Business_FINAL.pdf (status as of August 19, 2024).

Please note:

- **Important**: in any circumstance, books and journals should be quoted based upon their physical (offline) source and not upon the online source (internet source); internet sources in general are not considered as qualified sources
- Author and date of publication are often found at the end of a website
- Further notes on publications from the Internet can be found in Brink[59] and Theisen[60]
- For quotations from intranet pages please refer to chapter “4.5.4 Company-internal Sources” of these guidelines

4.5.3 Jurisdiction, Standards and Collective Labour Agreements

For quotation and documentation of sources based upon jurisdiction, ISO or DIN standards and collective labour agreements, the following guidelines have to be considered:[61]

- Wording of laws, ISO/DIN standards or collective labour agreements:

[59] See also Brink, A. (2013a), pp. 123-126.
[60] See also Theisen, M. R. (2021), pp. 211-216.
[61] Cf. Theisen, M. R. (2021), pp. 166-169, 216-218.

  - For a better understanding, wording of laws/articles should be quoted within the text and only exceptionally included in brackets; in case of indirect citations, the abbreviation “cf.” is replaced by “see”
  - Documentation only in footnotes or in brackets within the text but not in any source directory
  - If necessary: version or year should be added, otherwise the relevant version at the time of development of the paper is assumed
  - ***Example:*** [30] See § 433 BGB.
- Legal commentaries:
  - Quoted indirectly in the same way as books and other papers
  - If published as loose-leaf collection, they are listed as collected works in the bibliography including status of quoted collection resp. reference number of delivery
- Court decisions (court rulings and court orders) and administration directives:
  - Particular full documentation in both footnotes and list of sources
  - Included in a list of court decisions resp. administration directives
  - Information in footnote and source directory:

    Court and kind of decision from day/month/year, number of decision and/or reference number, title and year of publication, page(s).
  - ***Example court ruling:***

    Supreme tax court ruling from 17/10/2001, VII R 34/86, BStBl. 2001 II, p. 123.
  - ***Example for administration directives:***

    Minister of Finance: communication from 11/07/1974, IV C I – p. 1340-32/74, BStBl. 1974 I, pp. 442-492.

4.5.4 Company-internal Sources

For documentation of company-internal sources, please consider the below-mentioned aspects:

- **In general:** intranet sources are not considered as qualified sources; sources that cannot be made available to the reader must not be quoted
- Quoted sources have to be included in a list of company-internal documents, which can be divided into in-house bibliography and a list of intranet sources if required
- Reference in both footnote and list of references must include a note of accessibility to non-publicly available information, e.g. if the reader can find the source in the appendix or within the zip-file on Moodle; the source has to have the same designation in both list of references and in the appendix or as the electronic file

- **Important:** As a general rule, the internal source and not the appendix or the electronic file itself has to be quoted
- **Exceptions:**
  - In case of single figures taken e.g. from company-internal power point presentation slides, which are not provided in total to the reader, a note on accessibility does not apply as there is no need to additionally include these figures in the appendix or as Moodle file
  - In case of large figures created by the author, which are only included in the Moodle file, the author of the academic work has to be mentioned as source
- Industrial protection symbols and copyright notices (e.g. ®, ©) have to be quoted[62]

Short documentation in the footnote:
(Cf.) Author(s) surname, initial of first name (year internal, if applicable **Appendix** or **Moodle file), page(s).**

(Cf.) Author(s) surname, initial of first name (year internal, if applicable **Appendix** or **Moodle file), domain (status as of date of retrieving).**

In case of the exceptions:
(Cf.) Author(s) surname, initial of first name (year internal, Fig. No.), page(s) or **domain (status as of date of retrieving).**

(Cf.) Author(s) surname, initial of first name (year internal, Moodle file), designation of the Moodle file.

Examples:

[31] Cf. Gawantka, A. (2011 internal, Appendix), p. 15.
[32] Cf. Anon (2011 internal, Moodle file), https://intranet.ger.siemens.de (status as of July 21, 2011).
[33] Cf. Anon (2011 internal, Fig. 1), https://intranet.ger.siemens.de (status as of July 21, 2011).

Full documentation in the in-house bibliography:
Author(s) surname, initial of first name (or if applicable **editor's name) (year internal,** if applicable **Appendix** or **Moodle file** or **Fig. No.): title of the work**. If necessary **sub-title.** Where applicable **diss**ertation, **habil**itation, **scientific series, volume** and **edition,** followed by **place of publication.**

Example: In-house bibliography
Gawantka, A. (2011 internal, Appendix): B-to-B-Marketing, Köln.

[62] Cf. Theisen, M. R. (2021), p. 219.

Full documentation in the list of intranet sources:

Surname, initial of first name (year internal, if applicable **Appendix** or **Moodle file** or **Fig. No.): headline/title** of Intranet page/-source**, complete URL (status as of date of retrieving).**

Example: List of intranet sources

Anon (2011 internal, Moodle file): Duale Ausbildung bei Siemens, https://intranet.ger.siemens.de/komplette_Seite_angeben.pdf (status as of July 21, 2011).

4.5.5 Interviews with Experts

Short documentation in the footnote:

(Cf.) Surname, initial of first name (year, Appendix or **Moodle file), face-to-face / telephone / MS teams interview, date of meeting,** if applicable **line(s)** of transliteration.

Example:

[34] Cf. Meixner, B. (2003, Moodle file), face-to-face interview, August 20, 2003, ll. 20-22.

Full documentation in the list of interviews:

Surname (of the interlocutor)**, initial of first name (year, Appendix** or **Moodle file): position, company name incl. legal form** of the company, **place of the headquarters**, **face-to-face / telephone / MS teams interview**, **date and** if applicable **place of meeting.**

Examples:

Meixner, B. (2003, Moodle file): Head of Marketing International, H. Bahlsens Keksfabrik KG, Hannover, face-to-face interview on August 20, 2003 in Stuttgart.

Please note:

- Interviews with experts have to be recorded in writing and made available to the reader in the same way as those mentioned in chapter “4.5.4 Company-internal Sources“
- Reference in both footnote and list of references must include a note of accessibility to non-publicly available information, e.g. if the reader can find the source in the appendix or within the zip-file on Moodle; the source has to have the same designation in both list of references and in the appendix or as the electronic file
- A list of interviews has to be set up for the inclusion of talks with subject-specific specialists. It should be added at the end of the list of sources
- In case the interviewed person (or company) wants to remain anonymous the interviewee (resp. the company) will be quoted as “Interlocutor 1”, “Interlocutor 2”, etc. (or “Company 1”, “Company 2”, etc.)

5. Documentation requirements for the use of generative AI tools

AI systems are application systems based on artificial intelligence (AI) that can assist in the preparation of scientific papers (seminar papers, project and bachelor theses), be it (for example)

- as a source of ideas for topics,
- for the initial literature search and for the structuring and visualisation of literature content or also
- in the translation and rewording of texts.

In the context of scientific work, the focus is currently on the use of generative AI.

The principle of transparency in the sense of good academic practice also applies to the use of AI tools:

- It must be clear whether it is someone else's ideas or an own intellectual contribution
- Every statement from generative AI that is used in one's own work must be substantiated by sources
- If sources are cited without critical examination and they turn out to be false or non-existent, this leads to scientific misconduct

Please also consider the information provided in the document "Leitlinien zum Umgang mit KI-Tools bei der Erstellung von wissenschaftlichen Arbeiten".

If generative AI tools have been used in any step of the research process, this has to be clearly documented (so-called: description of use), preferably within the appendix and/or methods section. However, there is no obligation to document the spelling and grammar check or the linguistic improvement of your text using AI tools, unless the academic supervisor expressly requests this.

If AI-generated content is used in your own work, you are required to document this according to the basic requirements outlined below. In addition to that, please refer to the following basic as well as specialist literature:

- **Buck, I. (2025):** Wissenschaftliches Schreiben mit KI. In: Studieren, aber richtig. Tübingen.
- **Bucher, U.; Holzweißig, K.; Schwarzer, M. (2024):** Künstliche Intelligenz und wissenschaftliches Arbeiten. ChatGPT & Co.: Der Turbo für ein erfolgreiches Studium. München.

The result (output) generated by the AI (and any activated plugins) in an interaction depends essentially on the following parameters:

- Algorithm or (language) model used, e.g. GPT-5
- Prompt[63] entered by the user

The usage of AI should therefore be documented as follows:

- In case of excerpts of direct quotations or indirect quotations from AI output within the text, the documentation is twofold:
    - Short documentation in the footnote:

      Author of the AI model/software (year of the model/software version used), *model* (version number), URL (that links as directly as possible to the source, i.e. the page where you can access the model)**.**

      Example:

      [35] Open AI (2025), *ChatGPT-5* (version August 2025), https://chatgpt.com/de-DE/.

    - Full documentation in the appendix including the provision of the complete AI output:

      Author of the AI model/software (year of the model/software version used), *model* (version number), URL (that links as directly as possible to the source, i.e. the page where you can access the model)**: if applicable, complete wording of prompt(s).**

      Example:

      Open AI (2025), *ChatGPT-5* (version August 2025), https://chatgpt.com/de-DE/: “Please name the various characteristics, requirements, and functions that KPIs must fulfil.”

- In case the complete AI output appears within the text, the full documentation of the source is only given in the footnote.

[63] A prompt is an instruction sent to an AI system to generate a specific response or output.

Appendices

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Appendix 1: Template for the contents and layout of the title page of academic papers

Subject

BACHELOR THESIS or PROJECT THESIS or SEMINAR PAPER

submitted on . . . . . .

DHBW Stuttgart
Business Administration

International Business

course name: e.g. WIB 22A

semester: x. semester

by

candidate's first and last name

Partner company: *(has to be mentioned; company stamp just optional)*

Supervisor at the partner company: *(has to be mentioned; signature just optional)*

Supervising lecturer: *(has to be mentioned; signature just optional)*

Appendix 2: Example of the decimal numbering system

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Appendix 3: Template for the Statutory Declaration

Statutory Declaration

"I hereby declare that I have written this paper independently and have not used any sources or aids other than those indicated. All passages in my thesis for which other sources, including AI tools, have been used, be it direct quotes or content references, have been acknowledged as such and the sources cited. I am aware that plagiarism is considered an act of deception which can result in sanction in accordance with the examination regulations.

I confirm that I have not submitted this paper for any other examination with the same or similar content, nor has it been published previously. Furthermore, I confirm that the electronic version submitted corresponds to the printed version. I am aware that a false declaration will entail legal consequences."

(place, date) (signature)

Appendix 4: Selection of specialist journals and magazines

Below is an extract of distinguished, leading academic journals in the field of international management and marketing based upon the latest ranking of the VHB-JOURQUAL4[64].

A+ and A journals of international management:[65]

- Academy of Management Journal (AMJ)
- Management Science
- American Economic Review
- Econometrica
- Academy of Management Review (AMR)
- Journal of Political Economy
- Strategic Management Journal (SMJ)
- Journal of Management (JOM)
- Journal of Management Studies (JMS)
- Journal of International Business Studies (JIBS)
- Academy of Management Annals

A+ and A journals of marketing:[66]

- Journal of Marketing
- Journal of Consumer Research
- Journal of Marketing Research
- Marketing Science
- Journal of the Academy of Marketing Science
- Journal of Retailing
- Journal of Consumer Psychology
- International Journal of Research in Marketing
- Journal of Service Research
- Journal of Product Innovation Management

[64] VHB-JOURQUAL4 is a ranking of relevant academic business-management journals set up by the German Association "Verband der Hochschullehrer für Betriebswirtschaft e.V.".
[65] Cf. Verband der Hochschullehrer für Betriebswirtschaft e.V. (2024a), https://vhbonline.org/ (status as of July 29, 2025).
[66] Cf. Verband der Hochschullehrer für Betriebswirtschaft e.V. (2024b), https://vhbonline.org/ (status as of July 29, 2025).

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Brink, A. (2013a): Anfertigung Wissenschaftlicher Arbeiten: Ein Prozessorientierter Leitfaden zur Erstellung von Bachelor-, Master- und Diplomarbeiten. 5., aktualisierte und erweiterte Auflage, Wiesbaden.

Brink, A. (2013b): Anfertigung Wissenschaftlicher Arbeiten: Ein Prozessorientierter Leitfaden zur Erstellung von Bachelor-, Master- und Diplomarbeiten. Anfertigung wissenschaftlicher Arbeiten in Englisch. 5., aktualisierte und erweiterte Auflage, Wiesbaden.

Bucher, U.; Holzweißig, K.; Schwarzer, M. (2023): Künstliche Intelligenz und wissenschaftliches Arbeiten. ChatGPT & Co.: Der Turbo für ein erfolgreiches Studium. München.

Buck, I. (2025): Wissenschaftliches Schreiben mit KI. In: Studieren, aber richtig. Tübingen.

Stickel-Wolf, C.; Wolf, J. (2022): Wissenschaftliches Arbeiten und Lerntechniken. Erfolgreich studieren – gewusst wie! 10., aktualisierte und erweiterte Auflage, Wiesbaden.

Theisen, M. R. (2021): Wissenschaftliches Arbeiten. Erfolgreich bei Bachelor- und Masterarbeit. 18., neu bearbeitete und gekürzte Auflage, München.

List of Internet Sources

Anon (publication date unknown a): Anmeldung und Formular Bachelorarbeit, https://www.dhbw-stuttgart.de/studierendenportal/bwl-ib/pruefungsleistungen/bachelorarbeit/anmeldung/ (status as of December 19, 2022).

Anon (publication date unknown b): Bachelorarbeit, https://www.dhbw-stuttgart.de/studierendenportal/bwl-ib/pruefungsleistungen/bachelorarbeit/ (status as of December 19, 2022).

Anon (publication date unknown c): Wichtige Informationen zur Bachelorarbeit, https://www.dhbw-stuttgart.de/studierendenportal/bwl-ib/pruefungsleistungen/bachelorarbeit/wichtige-informationen/ (status as of December 19, 2022).

Anon (publication date unknown d): Anmeldung und Formular Projektarbeiten, https://www.dhbw-stuttgart.de/studierendenportal/bwl-ib/pruefungsleistungen/projektarbeiten/anmeldung/ (status as of December 19, 2022).

Anon (publication date unknown e): Projektarbeiten, https://www.dhbw-stuttgart.de/studierendenportal/bwl-ib/pruefungsleistungen/projektarbeiten/ (status as of December 19, 2022).

Anon (publication date unknown f): Wichtige Informationen zu den Projektarbeiten, https://www.dhbw-stuttgart.de/studierendenportal/bwl-ib/pruefungsleistungen/projektarbeiten/wichtige-informationen/ (status as of December 19, 2022).

Verband der Hochschullehrer für Betriebswirtschaft e.V. (2024a): Teilrating Internationales Management, https://www.vhbonline.org/fileadmin/vhb/Services/vhb-rating/INT/VHB_Rating_2024_Area_rating_INT.pdf (status as of July 29, 2025).

Verband der Hochschullehrer für Betriebswirtschaft e.V. (2024b): Teilrating Marketing, https://www.vhbonline.org/fileadmin/vhb/Services/vhb-rating/MARK/VHB_Rating_2024_Area_rating_MARK.pdf (status as of July 29, 2025).

Special notes on Seminar Papers written in German

In case seminar papers are written in German the following aspects have to be considered in terms of quotation and documentation of sources:

- For applicable abbreviations please refer to the List of Abbreviations
- Highlighting any particular part of the text, this should be marked by adding the wording: “(Hervorhebung durch Verf.)”
- Own translations have to be marked by: “(Übersetzung des Verf.)”
- Stating page numbers, column numbers or lines it is necessary to indicate whether the quotation is taken e.g. from one page only or whether it continues over the following page(s)

  Examples:

  - [36] Vgl. Theisen, M. R. (2021), S. 169.
  - [37] Vgl. Stickel-Wolf, C.; Wolf, J. (2022), S. 230-232.
- German language quotations from specialist journals and magazines as well as from newspaper articles do request the introductory word “in:” before the title is mentioned
- Internet sources should be cited as follows:
  - Short documentation in the footnote:

    (Vgl.) Nachname, V.orname **(Jahr), verkürzte URL (Stand: Datum des Abrufs).**

    Example:

    [36] Vgl. o.V. (2023), https://www.dhbw-stuttgart.de (Stand: 19.08.2024).
  - Full documentation in the list of internet sources:

    Nachname, V.orname **(Jahr): Titel/Thema** der Internet-Seite/-Quelle**, komplette URL (Stand: Datum des Abrufs),** ggf. **Seite(n).**

    Example:

    O.V. (2023): Studienverlauf, https://www.dhbw-stuttgart.de/fileadmin/dateien/Semesterplaene/Wirtschaft/2024_BWL_International_Business.pdf (Stand: 19.08.2024).

- Company-internal sources do require the additional note “intern” after the year of publication
- Sources for graphics and tables should include the following notes illustrated in the

  Example:

  Abb. 14: Der Zusammenhang zwischen Vision, Strategien, Plänen und Budgets[38] (Übersetzung des Verf.)

  - Unmodified: [38] Enthalten in: Kotter, J. P. (2012), S. 73.
  - Modified: [38] In Anlehnung an: Kotter, J. P. (2012), S. 73.

- Own figure: [38] Eigene Darstellung.
- Own figure: [38] Eigene Darstellung basierend auf Kotter, J. P. (2012), S. 73.