

Guideline for Academic Work

At the Institute for Food and Resource Economics

This guideline applies to seminars as well as Bachelor's and Master's theses

As of April 2025

Contents

1. Formal requirements	3
2. Structure of academic papers	10
2.1 Introduction	10
2.2 Main part.....	10
2.3 Conclusion	11
3. Citation.....	11
3.1 General guidelines on citations.....	11
3.2 Citation style	12
4. Footnotes.....	15
5. Figures and tables	15
6. List of references	17
6.1 Books.....	17
6.2 Journals	17
6.3 Contributions from collective works.....	18
6.4 Electronic documents	18
7. Useful links and literature.....	19

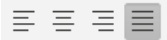
1. Formal requirements

This guideline is intended to help you write your academic works. In addition to the information in this guide, please also note the respective information from the Examinations Office and the Student Advisory Service concerning your individual degree program, for example, the submission modalities, whether a presentation is required for the thesis, the maximum length of your thesis, etc. The **language** for writing academic papers (German or English) depends on your specific degree program's course.

An academic work consists of the following elements:

- Cover sheet
- (In case of cooperative work: Restriction notice if requested by the company)
- Table of contents
- Other lists (if available: abbreviations, figures, tables, symbols, equations)
- Text
- List of references
- Appendix (if available)
- Affidavit (only for Bachelor's and Master's theses)

The following **formal requirements** apply:

- **Font**
 - 12 pt Times New Roman
 - 1,5 times linespacing
 - Justified text 
- **Page layout**
 - Left margin 3 cm
 - Right margin 2,5 cm
 - Top margin 2,5 cm
 - Bottom margin 2,5 cm
- **Page numbers**
 - Cover sheet: Without page number
 - Lists and appendices: Page numbers in Roman numerals (starting with "I")
 - Text: Page numbers in Arabic numerals (starting with "1")
 - Affidavit: Page number following appendix in Roman numerals

- **Example**

- Cover sheet
- Table of Contents (I)
- List of abbreviations (II)
- List of figures (III)
- List of tables (IV)
- Text part (1-n)
- List of references (V)
- Appendix (VI)
- Affidavit (VII)

- **Scope**

- The number of pages may vary depending on the type of scientific work
- In terms of the given page count, a deviation of ± 10 percent is tolerated
- **The given page count only refers to the text part;** Figures, tables and appendices are **not** included in the page count!
- Please note that exceeding or falling below the required number of pages may result in grade deduction or **non-acceptance!**

- **Paragraphs**

- 6 pt between paragraphs
- At least two sentences per paragraph
- No indention of the first word of a new paragraph desired

- **Headings**

- First level: 14 pt Times New Roman bold
- Second level: 12 pt Times New Roman bold
- Third level: 12 pt Times New Roman
- Do not use "the" at the beginning of headings (e.g., **NOT** "3.1 The market for beer" but "3.1 Situation of the beer market").
- No use of verbs in the headings, but rather substantivizing (e.g., instead of "3.1 Marketing promotes sales" → "3.1 Marketing as a possible cause of sales increase").
- Heading only on a new page if less than two lines of text would appear on the previous page.
- End the numbering of a main heading with a period (e.g., 1. Introduction), end the numbering of a subheading without a period (e.g., 1.2 Procedures).

- **List of references**

- Use justified text (please also ensure correct hyphenation in the bibliography without too much spacing between individual words)
- Single line spacing

Please follow the cover sheet guidelines for your degree program or course. If there are no such guidelines, the following information should be included:

- Information on university and chair
 - Rheinische Friedrich-Wilhelms-Universität Bonn or University of Bonn
 - Chair of [...the chair group that supervises your work...]
 - Institute for Food and Resource Economics
 - Examiner / Supervisor
 - Type of thesis
 - Complete title of the thesis
 - Name and surname
 - Matriculation number
 - Study field
 - Submission date

We recommend using the **template on the following page**.



RHEINISCHE FRIEDRICH-WILHELMS-UNIVERSITÄT BONN

Faculty of Agricultural, Nutritional and Engineering Sciences

BACHELOR THESIS / MASTER THESIS

as part of the Bachelor program / Master program

[Study field]

submitted in partial fulfilment of the requirements for the degree of

„Bachelor of Science“ / „Master of Science“

[Title of the thesis]

[– Subtitle of the thesis (if available) -]

submitted by:

[Student name]

[Matriculation number]

submitted on: [date of submission]

first examiner: [Name]

second examiner: [Name]



RHEINISCHE FRIEDRICH-WILHELMS-UNIVERSITÄT BONN

Agrar-, Ernährungs- und Ingenieurwissenschaftliche Fakultät

BACHELORARBEIT / MASTERARBEIT

Im Rahmen des Bachelorstudiengangs / Masterstudiengangs

[Studiengang]

zur Erlangung des Grades

„Bachelor of Science“ / „Master of Science“

[Titel der Arbeit]

[– Untertitel der Arbeit (falls vorhanden) –]

vorgelegt von:

[Name der/des Studierenden]

[Matrikel-Nr.]

vorgelegt am: [Datum des Abgabetermins]

1.Prüfende/Prüfender: [Name]

2.Prüfende/Prüfender: [Name]

The **table of contents (or the outline)** contains the list of all bullet points or headings of the paper in exactly the same wording as in the text of the paper, while indicating the corresponding page numbers. The title page and table of contents are not included, but the list of abbreviations, tables, and figures as well as the references and appendices with the corresponding page numbers are included. Since the table of contents must not only fully reflect the structure of the paper, but should also reflect the reasoning behind the argument, it is important to choose headings for the chapters and subchapters that are as clear and self-explanatory as possible. Headings should be numbered consecutively with Arabic numerals both in the text and in the table of contents. When subdividing, a subheading (e.g., 1.1) must always be followed by at least one further subheading (e.g., 1.2) at the same hierarchical level. In principle, no more than three outline levels should be used; in exceptional cases, the outline can be structured over a maximum of four levels. As a rule of thumb, it does not make sense to create subchapters that are shorter than half a page.

The **list of abbreviations** only contains formulations that are not commonly used. Also, care should be taken to ensure that topic-specific abbreviations are written out the first time they appear in the text, e.g., Key Account Management (KAM).

A **list of figures** and tables is only to be included if the necessity arises from the number of figures or tables (recommendation: two or more figures/tables); the number, heading and page reference must be given in each case.

In terms of **writing style**, it is important to adhere to an academic style and to use specialized terminology. This means that foreign words are employed when necessary, and technical terms are to be defined. A precise mode of expression can be achieved best through simple and clear sentences. Colloquial and journalistic formulations are to be avoided, and the first person singular or plural forms ("Ich-" or "Wir-Form") are not customary in a German academic work and are only permitted in English works. Also avoid the "one" and "oneself" form, i.e., avoid formulations such as "One knows that...". For personal views, experiences, or opinions, use formulations such as "in the author's view" (Mitchell, 2017, p. 189). If possible, use gender-neutral language. Thus, you should not use feminine and masculine forms throughout the text e.g., "he or she", but instead use a gender-neutral variant, for example, "they".

For the Affidavit (only for Bachelor's and Master's theses) you should use the following template:

Personal Declaration

I hereby affirm that I have prepared the present [paper/ thesis] self-dependently, and without the use of any other tools, than the ones indicated. All parts of the text, having been taken over verbatim or analogously from published or not published scripts, are indicated as such. The [paper/ thesis] hasn't yet been submitted in the same or similar form, or in extracts within the context of another examination.

[Place], [Date of submission]

Student's signature

Erklärung

Hiermit erkläre ich, dass ich die vorliegende Arbeit selbstständig und ohne Benutzung anderer als der angegebenen Hilfsmittel angefertigt habe. Alle Stellen, die wörtlich oder sinngemäß aus veröffentlichten und nicht veröffentlichten Schriften entnommen wurden, sind als solche kenntlich gemacht. Die Arbeit ist in gleicher oder ähnlicher Form oder auszugsweise im Rahmen einer anderen Prüfung noch nicht vorgelegt worden.

Ort, [Datum des Abgabetermins]

Unterschrift der/des Studierenden

2. Structure of academic papers

Since the specific design of the content heavily depends on the type of work (e.g., literature-based or empirical analysis) and is furthermore tailored to the individual requirements of the respective advisor, it should be carried out in consultation with the advisor. However, certain design aspects can be formulated as basic rules independent of the type of work. These are presented at this point. Essentially, the text part of a scientific paper consists of three parts (the extent to which chapters are subdivided within these parts must be agreed upon individually): Introduction, main part and conclusion. The purpose of the individual parts in the context of the overall work and which elements they must therefore contain is explained below.

2.1 Introduction

Within the scope of the introduction, the problem statement of the work, the relevance of the topic, and precisely formulated objectives should be presented. In addition, it gives an overview of the structure of the work (course of the investigation). Already in the introduction, a clear focus should be directed towards a specific aspect of investigation, in order to facilitate thematic delimitation and accordingly clear research question(s). If an exposé has been prepared in advance of the thesis, the contents developed there can be used in the introduction. In any case, the individual layout should be agreed upon with the supervisor.

2.2 Main part

In the course of the main section, the central research questions formulated in the introduction are addressed in order to achieve the objectives of the thesis. For this purpose, the individual chapters of the main part are dedicated to the presentation of the applied methodology/approach, the definitions of terms, the presentation of the relevant theory, analyses as well as the analysis results. The structure and concrete content of the individual chapters and sections are conditioned by the chosen sequence of arguments. Here, special care should be taken to ensure that chapters of equal weight in terms of content are also at comparable levels of outline. Furthermore, the individual chapters should be connected to each other by suitable transitions in such a way that the logical connection is recognizable, and the text can be read fluently (keyword: common thread (“Roter Faden”)).

In scientific papers, the underlying methodology or approach must be presented. This means that a brief explanation must be given as to why the respective method was chosen and what justification the individual instruments and methods have. For example, in a paper that explains or examines a theoretical issue using a survey, the methodology section must explain why the

use of empirical research methods is appropriate. Following the justification of the approach or the instruments, a conceptual basis valid for the work and the research question must be created. For this purpose, all relevant technical terms have to be explained comprehensively and their relevance for the work has to be presented. The conceptual foundation created in this manner can be utilized in the subsequent theoretical section to depict the theory relevant to the respective work. Typically, a state of research in the respective field should be presented as a result of the literature review. If it is a case study work, the main part should also include the case study, i.e., the description of the situation in the specific company. Against this backdrop, the actual research question is then examined. This means that the results of the literature review are reconnected in a new way and examined with regard to the research question, or theory and practice are compared in order to derive actionable recommendations. This concludes the main part with a comprehensive presentation of the analysis results.

It is important to note that the presentation of methodology/approach, definitions of terms, and relevant theory has a purely descriptive character, while in the last section of the main part, the original contribution of the analytical treatment of the research question must take place.

2.3 Conclusion

The concluding section of a scientific paper summarizes the main findings once again and highlights the extent to which the research questions formulated in the introduction have been answered. In addition to a concise summary, a résumé of the approach pursued, or the methodology used is also provided, from which further research needs, identified research gaps and an outlook on expected developments in the research field can be derived in a conclusion. Also, limitations of the thesis (e.g., page/time restrictions or data gaps) should be discussed. It is important to ensure that no new findings are included in the conclusion.

3. Citation

3.1 General guidelines on citations

All information and statements in a scientific paper that originate from other sources must be substantiated in order to be comprehensible and verifiable. Quotations always originate from a context of content and the written statement of an author thereby receives a certain meaning. The thoughts of other authors may not be brought into a different, meaning-altered context of meaning. Plagiarism (intellectual theft), i.e., the adoption of other people's thoughts without appropriate proof of source, will result in a grade of "not sufficient". In principle, current professional journals should be used as a source. If the cited theory or concept has an older

origin (e.g., Hambrick & Mason, 1984, p. XX), the original source should be used (additionally).

The **Harvard citation style** (Parenthetical = short citation style in the text) provides a standardized and compact way to present the information needed for this purpose. We use the citation style of the **American Psychological Association (APA), 7th edition**. This style is also available in Citavi (more information available: <https://www.hrz.uni-bonn.de/de/services/software-lizenzen>) and can therefore easily be used with the corresponding Word add-in. If, in addition to the information given here, there are any uncertainties about the citation style, the general rules of the APA apply. Please check whether there have been updates on the APA manual and apply changes accordingly. You can also refer to the German Psychological Association's (DGP) *Richtlinien zur Manuskriptgestaltung*, which is largely based on the APA Manual of Style and follows the rules for references and in-text citations developed by the APA. The Bonn University and State Library offers a wide range of support services. For instance, you can find numerous explanations online:

https://ecampus.uni-bonn.de/goto_ecampus_cat_5753.html

In general, each source used will be listed in two areas of your paper:

- In the text (in-text citation) using the author's name, year of publication of the work, and the appropriate page number.
- In the bibliography, giving all other necessary details of each source, such as title and publication details.

3.2 Citation style

Note: We recommend using a reference management software to manage your citations. You can find more information here: <https://www.ulb.uni-bonn.de/en/services/reference-management>.

There are two ways to quote in the text:

- Indirect quotations: reproduction of the meaning of a third party's statement.
- Direct quotations: literal reproduction of entire text passages.

If **only the thought** is adopted (**indirect citation**), the citation is usually placed directly at the end of the sentence in parentheses, indicating the *author*, *year of publication* and the corresponding *page number*. On the other hand, you can also use the author names as part of the sentence.

- The citation of the content you are referring to from an author is done by mentioning the last names of all authors and the publication year of the work.
- Although it is not required to provide a page or paragraph number in the citation, you may include one (in addition to the author and year) when it would help interested readers locate the relevant passage within a long or complex work (e.g., a book). For direct quotes, the page number must be included.
- Ensure that the placement of the citation in the text clearly indicates which content was taken from that source.

For a single author:

- Differentiation strategy and cost/price leadership are mutually exclusive generic competitive strategies (Porter, 1980, p. XY).
- Porter (1980, p. XY) describes differentiation and cost/price leadership, as two mutually exclusive, generic competitive strategies.

For two authors:

- Today's market leadership does not automatically equate to future market leadership (Thompson & Strickler, 2003, p. XY).
- Thompson and Strickland (2003, p. XY) explain that today's market leadership does not automatically equate with future leadership in the market.

For three or more authors:

- It is apparent that there has been a shift in focus from organizational learning to knowledge management, although many "hot topics" that existed in the discussion of organizational learning have since cooled but will resurface elsewhere and at a different time (Easterby-Smith et al., 2000, p. XY).
- Easterby-Smith et al. (2000, p. XY) identify a shift in the focus from organizational learning to knowledge management since 1995 and state that many "hot topics" that existed in the discussion about organizational learning have cooled down in the meantime but will resurface elsewhere and at a different time.
- It should be noted, however, that all authors must be listed in the bibliography!

More than one citation in the text passage (sorted in alphabetical order, separating them with semicolons):

- Thus, the success or failure of small businesses is essentially due to the behavior and capabilities of management (Fueglistaller, 2004, p. XY; Mugler, 1998, p. XY; Pichler et al., 2000, p. XY; Walther, 2003, p. XY).

In the case of a **literal reproduction** of text passages (**direct quotation**), the author, year of publication and corresponding page reference are to be indicated in brackets directly at the end of the quoted sentence and, in addition, the literally quoted part is to be marked with "":

For a single author:

- "Financial ruin was more common in the 1980s" (Brightmann, 2000, p. 48).
- Brightman (2000, p. 48) states that "financial ruin was more common in the 1980s".

For two authors:

- "Today's industry leaders don't automatically become tomorrow's" (Thompson & Strickland, 2003, p. 83).
- Thompson und Strickland (2003, p. 83) explain that "today's industry leaders don't automatically become tomorrow's".

For three or more authors:

- "The planning school is perhaps the oldest in strategic management and contains several widely read pieces such as Ansoff (1979, p. XY) and Porter (1980, p. XY), who emphasize the importance of systematic analysis and integrative planning" (Wiltbank et al., 2006, p. 985).
- Wiltbank et al. (2006, p. 985) summarize, that "the planning school is perhaps the oldest in strategic management and contains several widely read pieces such as Ansoff (1979, p. XY) and Porter (1980, p. XY), who emphasize the importance of systematic analysis and integrative planning".
- "Most of the R&D literature assumes that a key task of R&D manager is to discover opportunities and exploit them" (Brettel et al., 2012, p. 169).

Direct quotes should also follow these basic rules:

- Outdated spelling as well as incorrect punctuation is retained.
- If a word is omitted from the original text, place two dots (e.g., [..]) in square brackets, if more than one word, place three dots (e.g., [...]) in square brackets.
- Literal quotations with additions are marked as follows:

- Bold or italics "(...; in bold in the original)" "(...; underlining in italics in the original)"
- Additions and explanations by the author in the quote "(...; the author)".
- In case of translation of foreign language quotations "(...; translation by the author)".
- If unavoidable, original and secondary source must be indicated; here, the addition "[original source] cited according to [secondary source]" must be chosen.

For both indirect and direct quotations, the following still applies:

- In the case of several publications by the same author with the same year of publication, the following letters are added: Grinstein, 2008a; Grinstein, 2008b etc.

For listing a source several times in a row applies:

- If the same source is referenced in a short section of a few lines (approx. 3-5 lines), it is sufficient to indicate this source once at the end of the section.

4. Footnotes

Footnotes are only used for supplementary / more in-depth / further explanations and contrary views, the discussion of which would lead too far in the text.

- Footnotes are placed immediately after the term to be explained or the statement to be substantiated. At the end of the sentence, the footnote is placed before the period.
- Footnotes must be in the same font as the text, but in 9 pt font size.
- Footnotes are numbered consecutively throughout the paper.
- Footnotes are formulated as complete sentences and end with a period.
- As a general rule, footnotes are only necessary in a few cases and general explanations should be given in the text.

5. Figures and tables

Tables and figures present facts in a clear and structured way according to different aspects. They contain quantitative facts such as numbers or qualitative characteristics, the content of which is to be explained in more detail in the text ("as the following figure 2 illustrates..."). If possible, figures, and tables are to be integrated into the running text. Only in exceptional cases or in the case of very extensive data material should these be given in a separate appendix. All tables and figures are numbered consecutively (tables and figures separately) and provided with

a descriptive caption. Table captions above the table, and figure captions below the Figure. The source references for figures and tables are given in the name of the respective figure or table. A distinction must be made as to whether the figure/table is a complete copy, a modified figure/table, or the author's own figures/tables:

- Completely adopted figure / table:
 - Fig. 2: Name of figure (source: Kumar, 1987, p. 24).
- Modified figure / table:
 - Fig. 2: Name of figure (source: adapted from Kumar, 1987, p. 24).
- Own figure / table:
 - Fig. 2: Name of figure (source: own representation).

Example:

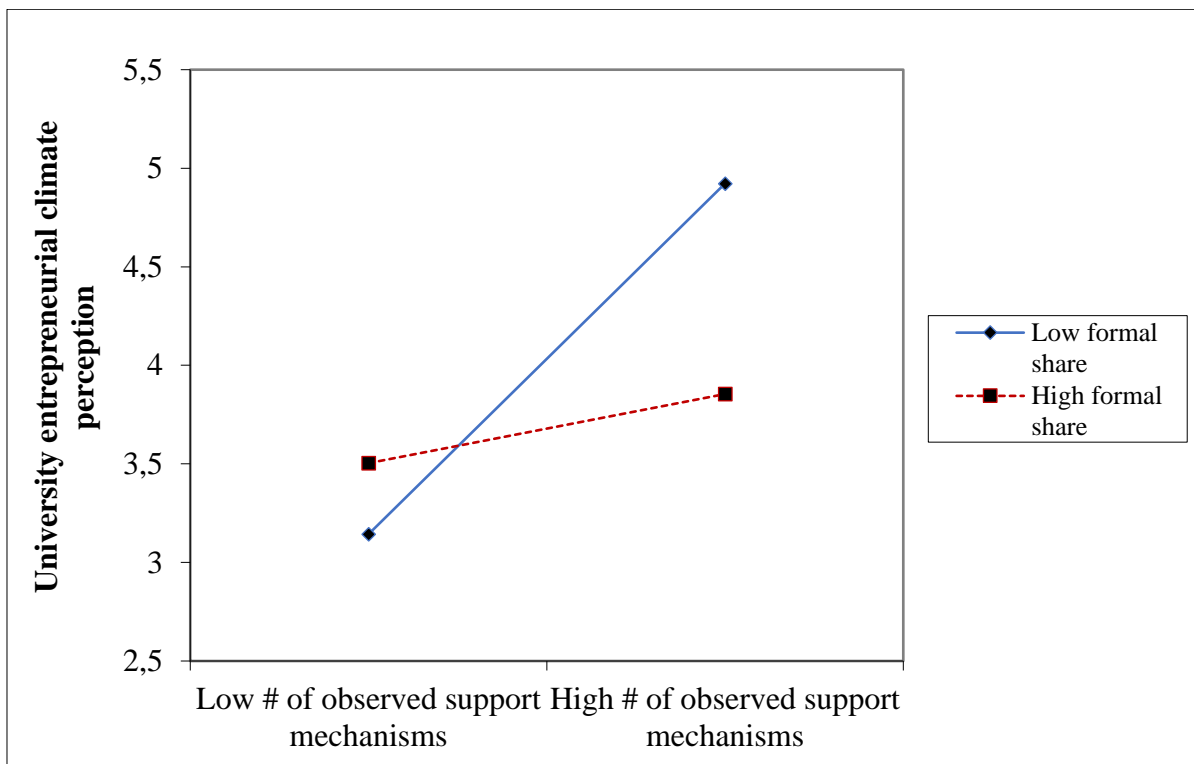


Fig. 2: Moderating effect of the share of formal support mechanisms on the relationship between observed support mechanisms and university entrepreneurial climate perceptions

Source: Greven, A., Beule, T., Fischer-Kreer, D., & Brettel, M., 2024. Perceiving an entrepreneurial climate at universities: An inquiry into how academic entrepreneurs observe, use, and benefit from support mechanisms, *Research Policy*, 53 (2), <https://doi.org/10.1016/j.respol.2023.104929>.

6. List of references

The bibliography contains an alphabetical list of all sources. In the case of several publications of an author in the same year, these are marked with an addition to the year of publication (2008a; 2008b; ...). Several publications of one author are listed chronologically, starting with the oldest title. The first names of the author are to be abbreviated. Do not subdivide the bibliography; all sources used appear collectively in one list. Checking the bibliography is essential; only literature that has been cited in the text is given. Conversely, the literature must be cited that is also cited.

6.1 Books

Last name(s), first name(s). (Year of publication). *Title*. Subtitle (edition). Publisher.

<https://doi.org.xxx>

- Aiken, L. S. & West, S. G. (1991). *Multiple regression: testing and interpreting interactions*. Sage Publications.
- Bruhn, M. (2013). *Relationship Marketing. Das Management von Kundenbeziehungen* (3. Aufl.). Vahlen.
- Hair, J. F., Black, W. C., Babin, B. J. & Anderson, R. E. (2010). *Multivariate Data Analysis: A global perspective* (7. Aufl.). Prentice Hall.

6.2 Journals

Last name(s), first name(s). (Year of publication). Title: Subtitle. *Journal title*, Number (X),

Page(s). <https://doi.org.xxx>

- Baker, W. E. & Sinkula, J. M. (1999). The synergistic effect of market orientation and learning orientation on organizational performance. *Journal of the Academy of Marketing Science*, 27 (4), 411-427.
- Grinstein, A. (2008a). The effect of market orientation and its components on innovation consequences: A meta-analysis. *Journal of the Academy of Marketing Science*, 36 (2), 166-173.
- Grinstein, A. (2008b). The relationships between market orientation and alternative strategic orientations: A meta-analysis. *European Journal of Marketing*, 42 (1/2), 115-134.

- Lumpkin, G. T. & Dess, G. G. (1996). Clarifying the entrepreneurial orientation construct and linking it to performance. *Academy of Management Review*, 21 (1), 135-172.

6.3 Contributions from collective works

Author, A. A. & Author, B. B. (Year). Chapter title. In A. Editor, B. Editor & C. Editor (ed.), *title of the book* (pp. xxx-xxx). Publisher. <https://doi.org.xxx>

- Rauch, A. & Frese, M. (2000). Psychological approaches to entrepreneurial success: A general model and an overview of findings. In C. L. Cooper & I. T. Robertson (Hrsg.), *International review of industrial and organizational psychology* (pp. 101-141). Wiley.

6.4 Electronic documents

Also, from electronic documents (internet sources), all relevant information such as author's name, year of publication (respectively: full date of publication if available), title of the page/document, the web address as well as date of access to the page/document are given if possible: Author, A. & Author, B. (Year of publication, day and month). *Title*. Website. Accessed on January 1, 2000. Available by path name.

- Dawson, J. (2014). *Interpreting interaction effects*. Jeremy Dawson. Accessed on July 24, 2024. Available at: <http://www.jeremydawson.co.uk/slopes.htm>
- Duden (2014). *Entrepreneur*. Duden Online. Accessed on July 24, 2024. Available at: <http://www.duden.de/rechtschreibung/Unternehmer>

7. Useful links and literature

- Examination Regulations of the Faculty of Agricultural, Nutritional and Engineering Sciences/Prüfungsordnung und Prüfungsorganisationsordnung der AEI:
https://www.uni-bonn.de/de/studium/organisation-des-studiums/regulations_overview.
Regulations can differ between different study programs.
- American Psychological Association (APA) citation style, 7th edition
(<https://apastyle.apa.org/> or https://bonnus.ulb.uni-bonn.de/permalink/49HBZ_ULB/idtnkp/alma991038984179706467) and German Psychological Association's (DGP) *Richtlinien zur Manuskriptgestaltung* (https://bonnus.ulb.uni-bonn.de/permalink/49HBZ_ULB/sol2rl/alma991036746029706467)
- Merkblatt Abschlussarbeiten der Agrar-, Ernährungs- und Ingenieurwissenschaftliche Fakultät/Faculty of Agricultural, Nutritional and Engineering Sciences (you will get it from your advisor)
- The Bonn University and State Library Online Materials on Citation:
https://ecampus.uni-bonn.de/goto_ecampus_cat_5753.html
- The Bonn University and State Library Trainings: https://www.ulb.uni-bonn.de/en/services/trainings-and-tutorials/trainings-and-tutorials?set_language=en