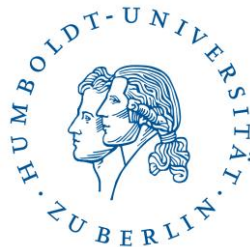


Guidelines for Scientific Work,
including Seminar Papers, Bachelor and Master Theses

Institute of Marketing
School of Business and Economics
Humboldt University Berlin



Date: 4.11.2020

Table of Contents

1	Introduction	3
2	General Requirements	3
2.1	Data Sources.....	4
2.2	Formal Requirements	6
2.3	Style and Scientific Language.....	7
2.4	Submission	8
2.4.1	Time Frame:.....	8
2.4.2	Submitting a Thesis.....	8
2.4.3	Submitting a Seminar Paper.....	9
3	Preliminary Work	9
3.1	Selecting a Topic	9
3.2	Drafting a Proposal.....	10
3.3	Time Plan	11
3.4	Literature Search	12
4	Structure	14
4.1	Title Page.....	14
4.2	Table of Contents	14
4.3	List of Figures and List of Tables	15
4.4	Main Body.....	15
4.5	Figures, Tables, and Equations	16
5	Referencing.....	17
5.1	Citation Style.....	18
5.2	Citing References in Text.....	18
5.2.1	Citing One and More Sources.....	18
5.2.2	Citing Authors with Multiple Works	19
5.2.3	Citing Sources with Different Number of Authors.....	20
5.2.4	Citing Interviews.....	20
5.3	Reference List	20
5.4	Citing Different Source Types	21

5.4.1	Books	21
5.4.2	Edited Books.....	22
5.4.3	Chapter in an Edited Book.....	22
5.4.4	Journal Articles	22
5.4.5	Technical Report or Working Paper	22
5.4.6	Dissertation or Theses.....	23
5.4.7	Newspaper Articles in Print or Online.....	23
5.4.8	Magazine Articles in Print or Online.....	23
5.4.9	Website	23

1 Introduction

This guideline aims to provide students an overview of important aspects for writing scientific work (i.e., seminar paper, bachelor, or master thesis) at the Institute of Marketing, School of Business and Economics. This guide aims to provide a general overview and point students to helpful resources for writing scientific work. Most importantly, the guide highlights all relevant formal requirements with which scientific work submitted to the Institute of Marketing needs to comply.

This guideline builds upon and extends the [faculty guidelines for writing scientific work](#). In case of deviations, this guideline shall prevail.

2 General Requirements

A thesis as well as a seminar paper counts as a written examination. Students are required to demonstrate that they are capable of defining a scientific problem, systematically searching for and critically evaluating relevant literature, describing the current state of research, and autonomously writing scientific work using prevalent scientific methods.

In the scope of theoretical work (including literature review), students shall demonstrate the ability:

- to structure a scientific problem,
- to define a precise research question and to focus on all aspects which are relevant to answer this question,
- to systematically collect and critically evaluate national and international literature,
- to present and criticize diverging views,
- to autonomously structure and write a scientific text in scientific language,
- to consistently comply with formal requirements.

In the scope of empirical work, students additionally shall demonstrate the ability to:

- to conduct methodological and empirical research,
- to follow specific steps of empirical work: Problem – Hypotheses – Analysis – Results – Conclusion.

2.1 Data Sources

Data are often essential for many research projects (not just empirical ones). If you do not need or want to collect your own data, for many purposes, also secondary data can be extremely helpful.

- There are several data sets available at the Institute of Marketing. Please consult your supervisor to establish whether they fit for studying your specific research question.
- Data archives of journals: Datasets of published articles can be found on such websites with links to the article, in different formats - XLSX, Stata, .txt, etc. These are usually available to ensure the reproducibility of the article's results. After establishing that such a dataset is suitable for the specific thesis or seminar paper, students may still need to ask for authors' permission to use the data.
 - Journals of economics and management: [ZWB Journal Data Archive](#)
 - [Journal of Applied Econometrics](#): Data for all papers accepted after 1994
 - [Marketing Science](#): Supplemental materials + replication files for new articles
 - [Journal of Statistics Education](#)
 - [Elsevier - Data in Brief](#): Allows authors to publish articles about data and describe it. Each paper has the "data source" location, which can point the students to the original source and way to obtain it.
- Platforms supporting Open Science:
 - [OSF](#)
 - [Run my code](#)
- University data sources:
 - [UMD](#)
 - [Harvard](#)
 - [Chicago Booth](#)
 - [Wharton](#) with an option to register with HU email
 - [UCI](#)
 - [Datenbank-Infosystem \(DBIS\)](#)
 - [Humboldt Lab for Empirical and Quantitative Research](#): databases related to financial markets data.
- Institutes/Forums' data sources:
 - [American Economic Association](#)

- [Sports Market Analytics](#)
- Governmental and International organisations' data sources:
 - [UNDP](#)
 - [UN](#)
 - [IMF](#)
 - [US gov](#)
 - [Statistische Bundesamt](#)
 - Other national statistical service, e.g., for the of statistical services of European countries click [here](#).
- Paid market research firms/online databases: ProQuest, Nielsen. Students may have to pay or subscribe to these or may have some access through their HU account:
 - [Quandl](#): financial, economic datasets – have separate “academic” account option
 - [Statista](#): HU students have access through HU VPN
 - [Factiva](#)
 - [IRI World](#)
 - [Refinitiv](#)
- Competition Datasets:
 - [Kaggle](#)
 - [DrivenData](#)
 - [KDD Cup Archives](#)
- Data from packages in R (to name a few):
 - Package '[bayesm](#)' – e.g., camera, orangeJuice, tuna, scotch, customerSat, margarine
 - Package '[datarium](#)' – e.g., marketing, properties
 - Package '[mlogit](#)' – e.g., Car, Catsup, Cracker, Electricity, Fishing, Game, HC, JapaneseFDI, Mode, ModeCanada, RiskyTransport, Train.
- Books:
 - [Bayesian Statistics and Marketing](#)
 - [R for Marketing Research and Analytics](#)
- Other data sources:
 - [Historical statistics](#)

- [Data World](#): community account is free
- For [dataset search](#)
- [Airbnb dataset](#)
- Important libraries: [Marketing in R](#) and [Machine learning](#)
- Miscellaneous: The following links have an ample amount of links and sources for data, depending on the end goal, for example, Twitter and Facebook API can be used for sentiment analysis.
 - <https://infogram.com/blog/free-data-sources/>
 - <https://github.com/awesomedata/awesome-public-datasets#economics>
 - <https://lionbridge.ai/datasets/25-open-datasets-for-data-science-projects/>

For students planning to work with primary data (e.g., conduct experiments, surveys), various tools and software are available for designing and fielding questionnaires:

- [Google Forms](#) (free but has only limited and simple features)
- [Unipark](#) (costs 29.95€ for a 3-month license for students)
- [Sawtooth Software](#), particularly for conducting choice experiments, e.g., choice-based conjoint study. Students can apply for a grant to receive a license for the period of their thesis (for details on the grant application, click [here](#)).

2.2 Formal Requirements

All theses and seminar papers need to comply with the following formal requirements:

- Use white DIN A4 paper.
- Use the following font size for:
 - Main text: Times New Roman, 12 pt.
 - Headings: 14-20 pt. according to the level of subdivision
 - Tables: 8-10 pt.
- Use 1.5 line spacing in text and 1.0 line spacing in tables.
- Use 2.5 cm (upper), 2.5 cm (lower), 2.5 cm (left), 2.0 cm (right) margins.
- Use 1-1.5 cm gap below page numbers and a 1 cm gap between text and footnotes.
- Do not use different font style and highlighting (e.g., italics, bold) across the document. In exceptional cases, highlighting (e.g., italics) is acceptable for emphasizing important aspects of the work or improving readability (e.g., using italics in original quotations). However, this must be meaningful and consistent across the document.

- Use continuous page numbering on the lower right margin:
 - From the first page onwards (including title page, table of contents, list of abbreviations, figures, and tables), the numbering must be in Roman numerals (I, II, III, IV, etc.). Note that the title page counts as the first page but must not include the page number.
 - From the first page of the main body of text, the numbering must restart in Arabic numerals (1, 2, 3, etc.) and continue until the end of the document (including reference list and appendix).
- Use justified text (please respect hyphenation and adequate word spacing!).
- Avoid single lines at the beginning or end of the page.
- Use cross-referencing for footnotes, tables, figures, equations, as well as sections.
- As a text processing software, we recommend using MS Word or LaTeX and provide preformatted templates (click [here](#) for MS Word and LaTeX templates).
- Length should not exceed
 - 10-15 pages (per student), excluding reference list and appendix for seminar papers. Please check the exact requirements in the syllabi of the particular seminar.
 - 30 pages (+/- 10%), excluding reference list and appendix for bachelor thesis
 - 60 pages (+/-10%), excluding reference list and appendix for master thesis

2.3 Style and Scientific Language

The following aspects must be kept in mind when writing a thesis or a seminar paper:

- The bachelor or master thesis can be written in English or German.
- Apply a proper and consistent orthography, grammar, and punctuation throughout the whole work. When writing in English, both US English and British English are acceptable. However, apply only one throughout the entire document.
- The overall diction should be clear and concise.
- Use short sentences and correct technical terms to enhance the readability of the work.
- Do not use vogue and colloquial words.
- Do not adapt your language to the language of the original text you are referring to.
- Do not state opinions in the form of “I” or “we.” It is better to use phrases like “one can argue.”
- Avoid passive voice.
- Stay objective throughout the entire work.

- The ability to write precisely and briefly is important:
 - Avoid repetitions.
 - Check each sentence if it can be shortened or even deleted.
 - Replace common knowledge with cross-references.
- When using numbers:
 - Write numbers from one to twelve as words.
 - Use a comma for German decimals (e.g., 10,23); Use a decimal point for English decimals (10.23).
 - Use a maximum of 2-3 decimal points (e.g., 10.23 or 10.233). Be consistent in the number of decimal points you use throughout the entire document.
- Before submitting your thesis or seminar paper, please proofread your document to avoid typos and grammatical errors. MS Word offers proofing tools. Alternatively, for English, we recommend using [Grammarly](#).

2.4 Submission

2.4.1 Time Frame:

- 60 days for a bachelor thesis
- 90 days for a master thesis
- Please check the deadline for submitting a seminar paper in the respective syllabus.

2.4.2 Submitting a Thesis

Bachelor and master theses should be submitted to the examination office. In particular, students should submit:

- Two printed (one-sided) and bound copies. Use hardcover or adhesive binding, as pages must not be removable. Comb binding is not allowed.
- A digital version (PDF format burned on a CD/DVD or a USB-stick).
- In the case of empirical work, please include the data and the code with proper documentation in digital form on the same CD/DVD or USB-stick (the results in the thesis should be reproducible).

Please note the changes in the submission of bachelor and master theses due to COVID-19:

- Send the electronic version (in PDF format) beforehand per email (please use your HU-Account) to Ms. Kath: kath@wiwi.hu-berlin.de.

- Simultaneously, send the two printed and bound copies (including a digital version burned on a CD/DVD or a USB-stick) per post to the following address:

Humboldt-Universität zu Berlin,
Wirtschaftswissenschaftliche Fakultät, Prüfungsbüro,
Unter den Linden 6, 10099 Berlin.

2.4.3 Submitting a Seminar Paper

Seminar papers should be submitted to the course supervisor. In particular, students should submit:

- One printed and bound copy. Any type of binding (e.g., with stapler) is acceptable.
- A digital version (in PDF format) before the deadline via email. Check the respective syllabus for details.

Please note that due to COVID, currently only a digital version with an electronic signature is necessary for submission.

3 Preliminary Work

3.1 Selecting a Topic

There are different routes for selecting a topic for your thesis. Generally, it is helpful to have a look at the areas of expertise and research interests of the team at the Institute of Marketing. You can find relevant information on the [website of the Institute](#).

- Sometimes topics are available that are closely related to the ongoing research at the Institute of Marketing. In this case:
 - Topics are already well defined.
 - Students closely collaborate with the advisor and the team member at the Institute of Marketing that is in the lead of the specific research project.
 - The advisor has a significant interest in the results.
- Topics can be suggested by the potential advisor that align with the overall expertise and research of the Institute. In this case:
 - Topics are rather general.
 - The topic is further developed and defined more specifically within the talks with the advisor.

- Students can offer their own topics. In this case:
 - Students should do some preliminary work to pitch the topic to the advisor.
 - When searching for a topic, it is important to think about the following questions:
 - Does the topic have enough potential? Is it interesting and relevant?
 - Can the topic be properly specified and positioned in the context of the existing literature?
 - Does the topic align with the general research interests and expertise of the advisor?
 - Is it manageable within the time frame?
 - In the case of empirical work, is there access to the data necessary for answering the research question?
- In cooperation with a company:
 - Students need to make arrangements with both sides (company and advisor).
 - The topic still needs to align with the general research interest and expertise of the advisor.

Prof. Dr. Daniel Guhl and Prof. Dr. Lutz Hildebrandt generally supervise bachelor theses. Prof. Dr. Daniel Klapper supervises master theses.

Please note that the topics for seminar papers and the supervisor(s) of the seminar may change from semester to semester. Check the current course offerings on the [Institute's website](#) or [Agnes](#) for up-to-date information.

3.2 Drafting a Proposal

At the beginning of the work, students should become aware of the exact problem, the specific aim, and the general structure of their thesis. For all scientific work, i.e., seminar papers, bachelor and master theses, we ask the students to draft a short proposal (approx. 150 words) where they outline:

- The research question (what),
- The motivation for the topic (why),
- The methodology (how),
- The preliminary structure.

The proposal should be discussed with the advisor. After that, it is important to align the whole work with the defined research question and focus exclusively on aspects essential to answering this question. It can be helpful to:

- Express the research question in one concise sentence.
- Check each point of the thesis with regard to its relevance in answering the research question.
- Delete all excursus that do not directly belong to the research problem or help to solve it.

3.3 Time Plan

After familiarizing yourself with the topic and drafting the proposal, it is of utmost importance to plan the work for the entire time period of the thesis or the seminar paper. The exact time plan will, of course, depend on the type of work. However, the following points are generally helpful.

- Come up with a detailed schedule.
- Define work packages.
- Plan the order and time for each work package.
- In the case of group work on seminar papers:
 - Do not divide the parts between group members but rather assign main responsibilities. Every group member should be familiar with all the parts of the seminar paper, participate in group discussions, and offer suggestions for improvement to groupmates.
 - Plan time for group meetings.
 - Plan time for each member iterating on the whole document to make sure it reads as one whole piece written in the same style and is not redundant.
- Consult with the advisor on the time plan.
- Consider that designing an experiment and collecting data takes time.
- Allocate enough time for writing the thesis.
- Writing well takes practice and time.
- The typical writing process includes prewriting (brainstorming ideas, making an outline, drafting bullet points), writing (writing coherent sentences, paragraphs, and chapters), and rewriting. The last part sometimes needs more than one iteration.

- Allocate enough time for proofing the final work (we recommend up to 1 week):
 - Check and correct the formatting, numbering, etc.
 - Check if all the hyperlinks work.
 - Update table of contents, list of figures, list of tables.
 - Check your reference list (are all the sources cited in the list) and the reference style.
 - Check for typos and grammatical errors.

3.4 Literature Search

The following is a list of several approaches for the literature search.

Based on the introductory literature, further literature can be found through

- A backward reference search by looking through the included and cited sources.
- A forward reference search by looking through the list of papers that cite the introductory literature.

Please note that the introductory literature should be interpreted as a mere introduction to the overall topic of interest. However, it must not necessarily be the literature that is most relevant for answering the research question of the respective thesis. Please stay critical!

Students can search and gain access to relevant articles and books through libraries:

- HU University Library offers:
 - [Online-resources](#) collection.
 - Access to electronic journals (at [Primus](#)) and its collaborations (at [Electronic Journals Library](#)). To download articles from these journals, students should either work from a PC inside the HU (PC pool or library) or use HU private networking (VPN; for more information, click [here](#)).
 - Printed copies of some journals which are available at the [HU University Library](#) or can be ordered through interlibrary cooperations at [Zeitschriften Datenbank](#).
 - Books and other reference collection (at [Primus](#)).
- Students may also use all other libraries in Berlin and Brandenburg:
 - [Kooperativer Bibliotheksverbund Berlin-Brandenburg \(KOBV\)](#): includes the catalogs of HU, TU, and FU.
 - [Verbund der Öffentlichen Bibliotheken Berlins \(VÖBB\)](#)

- [Berliner Gesamtkatalog](#): Image catalog of west berlin libraries until 1990
- [State Library of Berlin](#)
- [TU University library](#)
- [FU University library](#)
- If the required source is not available in any of the Berlin's libraries, students search in the [Virtual Catalog of Karlsruher](#) and request interlibrary (interregional) loan through [subito](#).

Additionally, relevant articles may be found through [search engines](#) and [online databases](#). In particular, here students can also find articles available online ahead of print. The access to the full article will depend on the journal. Again, students should either work from a PC inside the HU (PC pool or library) or use HU private networking (VPN).

- Search engines:
 - [EconPapers](#)
 - [Jstor](#)
 - [Sciencedirect](#)
 - [Google scholar](#)
 - [Scopus](#)
 - [IDEAS](#)
 - [RePec](#)
- Online databases:
 - [SSRN](#)
 - [NBER](#) (National Bureau of Economics Research)
 - [arXiv](#)
 - [ResearchGate](#)
 - [OAlster](#)

If an article is not accessible, a working paper version might be found on, e.g., [SSRN](#) or the author's website. The full text of the article can also be requested, e.g., through [ResearchGate](#).

Keep in mind the quality of the journals. Rankings of all relevant Business and Marketing journals can be found on [VHB](#) (under the category "Allgemeine Betriebswirtschaftslehre" and "Marketing").

4 Structure

The basic structure of scientific work should include the following components:

- Title page
- Table of contents
- List of abbreviations
- List of tables (if any)
- List of figures (if any)
- Main Body
- Bibliography
- Appendix
- Declaration of academic honesty

Please note that we have created preformatted [templates in MS Word and LaTeX](#), which comply with all the formal requirements and include the basic structure of scientific work.

4.1 Title Page

The title page should include:

- Title of the paper
- The academic degree to be acquired (only for theses)
- Name and student number of the author
- Name and faculty of the examiner
- Date of submission

4.2 Table of Contents

- The table of contents allows a first glimpse into scientific work and should indicate its central theme.
- It should contain all section headings, section numbers, and associated page numbers.
- Most important sections receive the deepest level of subdivision.
- Do not exceed four levels of subdivision (e.g., 3.1.1.1).
- Headings should be concise and understandable (question marks and exclamation marks may be used, but not full stops).

- It is essential to ensure that the headings and numbering in the table of contents correspond exactly to the headings and numbering in the text.

4.3 List of Figures and List of Tables

- All tables and figures in the text and the appendix must appear in the list of tables and the list of figures, respectively.
- Necessary information to include: Number, title, page.
- No references should appear in the list of tables and figures.
- The list of figures and list of tables can be combined into one “List of figures and tables” if there are not many entries.

4.4 Main Body

The exact structure of the main body will depend on the specific type of work. However, it should always include an Introduction section at the beginning and a Conclusion section at the end. Besides, the thesis should be composed of three to five main chapters.

- Each main chapter should have at least two subchapters.
- It is not allowed to have a subchapter without a corresponding second subchapter (if there is 3.1, there must also be 3.2).
- Generally, it is sufficient to have three sub-levels to structure the main chapter (3.1.1 is advisable, 3.1.1.1 is too much).
- Each chapter or subchapter should have at least half a page of text.

The purpose of the **introduction** is to answer three questions: why, what, and how. Introduction should:

- Introduce into the topic and arouse interest for the overall research question and its response (why).
- Define the exact problem, the research question, and the overall aim of the work (what). Here, it can be helpful for the reader (but likewise for the author) to condense the topic into one concise sentence that summarizes the research topic and the corresponding aim of the work. For instance: “The master thesis at hand aims to answer the question to what extent...”
- Demonstrate the structure of the work, i.e., how the author is planning to reach the stated research goal.

The purpose of the **conclusion** is to:

- Briefly summarize the most important research results.
- Refer to the introduction and give a final answer to the raised research question.
- Evaluate the attained results critically and outline limitations.
- Outline avenues for future research.

Depending on the type of work and topic, it might be useful to have a separate Discussion section before the conclusion.

4.5 Figures, Tables, and Equations

When including figures and tables in the scientific work:

- All figures and tables must have a title (caption) informing about its respective content.
- Number figures and tables according to the chapter in which they appear. E.g.,
- Table 2.1 corresponds to the first table in chapter 2.
- Figure 1.3 corresponds to the third figure in chapter 1.
- Place the caption with the number below the figure/table.
- Mention the source of the figure/table after the caption.
- If the figure/table is a recreated version of the original, mark this by adding “Adapted from [Source].”
- If a figure/table is a modified version of the original, mark this by adding “Derived from [Source].”
- If a figure/table is self-designed, mark this by adding “Authors’ illustration.”
- Mention and adequately describe and explain all the included figures/tables in the main text.
- When mentioning a figure/table in the text, use cross-referencing so that a hyperlink is created that directs the reader to that figure/table. We provide examples of how to do this in MS Word and LaTeX in corresponding [templates](#).

When including equations in the scientific work:

- Number the equations according to the chapter in which they appear. Place the number to the right of the equation. E.g.,

$$\hat{y} = \hat{\beta}_0 + \hat{\beta}_1 x_1 + \hat{\beta}_2 x_2 \quad 4.1$$

- Explain all the variables used in the equations in the text.

- When mentioning the equation in the text, use cross-referencing.

5 Referencing

When writing a thesis or a seminar paper, students must present their ideas, arguments, and the results properly. Adequate documentation of the data, information, and opinions from other authors makes the text reliable and demonstrates that the student is capable of undertaking scientific work. Furthermore, proper referencing prevents the student from being accused of plagiarism (for more on plagiarism, click [here](#)) and risking to lose the degree even years after graduation. Scientific statements must, therefore, be verifiable. When using someone else's ideas and arguments, give proper credit by citing the source. Not only published, but also unpublished work, information from the internet, and magazines should be appropriately cited. However, we recommend building upon scientific work and not use popular magazines (e.g., SPIEGEL), webpages without an author, or cite Wikipedia.

There are three types of citations:

- Direct citations are direct reports of the exact words (e.g., whole sentences, parts of sentences, terms, or definitions) of an author. Direct citations are rather an exception than a rule.
- Indirect citations are statements by other authors that are adopted but reproduced in your own words. Using indirect citations is recommended and regarded as a usual case for scientific work.
- Secondary citations are direct or indirect citations of author A, who, in turn, is quoting author B's idea. Do not use secondary citations. It is better to read the original source and cite it appropriately.

All the sources cited in the scientific work should be listed in the reference list. We recommend using reference managers, which make the citations and creating a reference list easier.

- MS Word provides some helpful tools under the references tab. Other (more convenient) reference managers like [Citavi](#) and [Mendeley](#) are also available for MS Word.
- If you are working in LaTeX, please use [BibTeX](#) for referencing. We have included some examples in the [template](#).

5.1 Citation Style

- All scientific work at the Institute of Marketing should follow the [APA citation style](#).
- For every indirect and secondary citation, include the author's surname and year of publication in the reference. For direct citations, additionally include the exact page number of the phrase in the original text.
- Include the references from part of the sentence directly in the text (not footnotes).
- Place the period signaling the end of the sentence after the reference.
- If a citation refers to a paragraph longer than one page, include pp. (starting page of the citation plus additional page(s)) in the reference. Leave space between pp. and the page number.
- When citing text passages from the internet, use the author-year citation. Handle online sources without an author with caution and check their reliability.

5.2 Citing References in Text

In this section, we bring several examples of how to include in-text citations following APA style. However, please check the comprehensive tutorial available [here](#).

5.2.1 Citing One and More Sources

When citing only one source:

- For narrative in-text indirect citations, include the surname of the author(s) and the publication year:

McCarthy (1960) defined the four P's (Product, Price, Place, Promotion) of marketing.

- For parenthetical in-text indirect citations, include the surname of the author(s) and the publication year, and place it in parenthesis at the end of the sentence (before the punctuation mark):

Generally, marketing actions are divided into the four P's (Product, Price, Place, Promotion) (McCarthy, 1960).

- If another text appears with the parenthetical citation, use commas around the year:

(see McCarthy, 1960, for more detail)

(e.g., falsely balanced news coverage; Koheler, 2016)

- Place direct citations in quotation marks. Include the reference, i.e., the surname of the author(s), the publication year, and the page number in parenthesis after the second quotation mark and before the punctuation mark:

McCarthy stated that it is relevant to reduce “all the variables in the marketing mix to four basic ones: Product. Place. Promotion. Price.” in all businesses (McCarthy, 1960, p. 48).

- Start secondary citations with the original author’s surname and the publication date followed by “as cited in” followed by the author and publication date of the secondary source:

Lorde (1980) as cited in Mitchell (2017) or (Lorde, 1980, as cited in Mitchell, 2017)

When simultaneously citing several sources:

- Order references alphabetically and in the same order in which they appear in the reference list. E.g.,

Several authors posit that customers’ preferences are context-dependent (Huber et al., 1983; Simonson, 1989).

5.2.2 Citing Authors with Multiple Works

- When citing more than one work of the same author published in the same year, cite the works with a, b, c, etc. following the date:

(Mitchell, 2017a) or (Mitchell, 2017b)

- When citing multiple works of the same author published in different years in one instance, state the surname once followed by the dates in chronological order:

Mitchell (2007, 2013, 2017) or (Mitchell, 2007, 2013, 2017)

5.2.3 Citing Sources with Different Number of Authors

In the following table, we summarize rules of in-text citations following the APA style.

Authors	Narrative citation		Parenthetical citation	
	First instance	Subsequently	First instance	Subsequently
One author	Walker (2007)	Walker (2007)	(Walker, 2007)	(Walker, 2007)
Two authors	Walker and Allen (2004)	Walker and Allen (2004)	(Walker & Allen, 2004)	(Walker & Allen, 2004)
Three to five authors	Walker, Allen, and Bradley (2006)	Walker et al. (2006)	(Walker, Allen, & Bradley, 2006)	(Walker et al., 2006)
Six and more authors	Walker et al. (2008)	Walker et al. (2008)	(Walker et al., 2008)	(Walker et al., 2008)
Institutional author (with abbreviation)	National Institute of Mental Health (NIMH, 2003)	NIMH (2003)	(National Institute of Mental Health [NIMH], 2003)	(NIMH, 2003)
Institutional author (no abbreviation)	University of Pittsburgh (2005)	University of Pittsburgh (2005)	(University of Pittsburgh, 2005)	(University of Pittsburgh, 2005)

Note that in-text citation doesn't vary depending on the source type (e.g., article, book), unless the author is unknown. However, reference list citations depend on the source type.

5.2.4 Citing Interviews

When using information from personal interviews, e.g., talks with company representatives, these should not be included in the reference list, but included as a parenthetical citation in text. For example: (*J. Smith, personal communication, May 17, 2008*).

5.3 Reference List

The reference list is an alphabetical record of all cited sources in the text.

- Do not include literature that has been read but is not cited in the text.
- List multiple publications of the same author chronologically – beginning with the oldest.
- List multiple publications of the same author in the same publication year consecutively by adding a letter (a, b, c, etc.).
- Place single works of an author before joint works of the same author with others.

- Order works of an author with different co-authors alphabetically according to the surname of the second (third, fourth, etc.) author.
- If two authors have the same surname, the first name determines the order in the reference list.
- Titles like Dr. or Prof. do not appear in the reference list.
- Refer to the sources without an author as “n.n.” (NomenNominandum) and list them alphabetically. Also, it is possible to refer to the institution that published the respective work, e.g., Spiegel Verlag.
- Refer to the sources without publication date (e.g., online sources) by adding “n.d.” (no date).
- Treat the sources of figures and tables as direct or indirect citations. Hence, the respective source must appear in the reference list.
- List publications of institutions, ministries, or companies alphabetically in the reference list.
- Do not cite bachelor- or master theses, seminar papers, and lecture scripts.

5.4 Citing Different Source Types

In this section, we bring examples of the appropriate citation format in the reference list, depending on the source type. Please note that text in italics matters, and the format should be retained.

5.4.1 Books

Template: Author surname, initial(s). (Year). *Title* (edition). Publisher location: Publisher.

Example: Mitchell, J.A., Thomson, M., & Coyne, R.P. (2017). *A guide to citation*. London, England: My Publisher

Jones, A.F & Wang, L. (2011). *Spectacular creatures: The Amazon rainforest* (2nd ed.). San Jose, Costa Rica: My Publisher

5.4.2 Edited Books

Template: Author surname, initial(s). (Ed(s)). (Year). *Title* (edition). Publisher location: Publisher.

Example: Williams, S.T. (Ed.). (2015). *Referencing: A guide to citation rules* (3rd ed.). New York, NY: My Publisher

5.4.3 Chapter in an Edited Book

Template: Chapter author surname, initial(s). (Year). Chapter Title. In editor initial(s), surname (Ed.). *Title* (ed., pp.chapter page range). Publisher location: Publisher.

Example: Troy, B.N. (2015). APA citation rules. In S.T, Williams (Ed.). *A guide to citation rules* (2nd ed., pp. 50-95). New York, NY: Publishers.

5.4.4 Journal Articles

Template: Author surname, initial(s). (Year). Article Title. *Journal Title*, Volume(number [optional]), page numbers. DOI or Retrieved from URL [if the article is online]

Example: Mitchell, J.A. (2017). Citation: Why is it so important. *Mendeley Journal*, 67(2), 81-95

Mitchell, J.A. (2017). Citation: Why is it so important. *Mendeley Journal*, 67(2), 81-95. Retrieved from <https://www.mendeley.com/reference-management/reference-manager>

5.4.5 Technical Report or Working Paper

Template: Author surname, initial (s). (Year). *Title* (Institution Working Paper No.) Retrieved from URL

Example: Deming, D., & Dynarski, S. (2008). *The lengthening of childhood* (NBER Working Paper No. 14124). Retrieved from National Bureau of Economic Research website: <http://www.nber.org/papers/w14124>

5.4.6 Dissertation or Theses

Template: Author surname, initial (s). (Year). *Title*. (Doctoral dissertation). DOI or Retried from URL

Example: Boyce, T. D. (2009). I am leaving and not looking back: The life of Benner C. Turner. (Doctoral dissertation). Retrieved from <http://etd.ohiolink.edu/>

5.4.7 Newspaper Articles in Print or Online

Template: Author surname, initial (s). (Year, Month Day). Title. *Title of Newspaper*, column/section, p. or pp. Retrieved from URL [if the article is online]

Example: Mitchell, J.A. (2017). Changes to citation formats shake the research world. *The Mendeley Telegraph*, Research News, pp.9. Retrieved from <https://www.mendeley.com/reference-management/reference-manager>.

5.4.8 Magazine Articles in Print or Online

Template: Author surname, initial (s). (Year, Month Day). Title. *Title of the Magazine*, pp.

Example: Mitchell, J.A. (2017). How citation changed the research world. *The Mendeley*, pp. 26-28

5.4.9 Website

Template: Author surname, initial(s). (Year, month day). *Title*. Retrieved from URL

Example: Mitchell, J.A. (2017, May 21). *How and when to reference*. Retrieved from <https://www.howandwhentoreference.com>.