



Guidelines for Academic Paper Writing

- Version March 2008

Academic paper writing follows some rules, which make it easier for readers to find their way through foreign ideas. The first time you apply these rules, you might find them bureaucratic and annoying. Reading and using other academics' works, however, you will soon learn to appreciate the particular characteristics of good academic paper writing. You will realize that there is a significant and meaningful difference between journalistic or creative writing styles and academic writing. These guidelines are meant to answer some FAQs regarding the formal requirements of academic writing. Feel free to ask us if you have any further questions.

1. Components of an Academic Paper

A **diploma/bachelor/master thesis** includes the following parts: Cover page (without page number); Table of Contents; List of Figures (if more than 4) and (separate) List of Tables (if more than 4); List of Abbreviations (if more than 4 non-standard abbrev.); list of symbols (if more than 4 nonstandard symbols); text; bibliography; if necessary: annex and list of quoted jurisdiction; only for diploma/bachelor/master thesis: at the end the statutory declaration (signed and without page-number).

A **cover page** includes the following information: university, faculty and chair; professor (and assistant supervisor for seminar-papers); title of diploma/master/bachelor thesis or seminar paper (official seminar title for seminar papers and no. of semesters studied); your name, address and e-mail; study-program/course; date of submission.

The **headlines (and table of contents)** should be structured using Arabic numbers, e.g.:

1. Globalization as an Ethical Challenge
 2. What is Globalization?
 - 2.1 Some Data
 - 2.2 Theoretical Description
 3. What is Ethics?
 - 3.1 Popular Views
 - 3.2 Implementing Ethics as an Organizational Challenge
 4. ...
- References
Annex

A page should never conclude with a headline. Chapter headlines should be positioned on top of a new page.

Symbols and shortenings need to be explained the first time you use them.

All **figures/tables** should be numbered continuously and have a headline. It is also important to mention/explain a figure/table explicitly in the text:

“..., as illustrated in Figure 2”.

If you use (alter) an existing figure/table, do not forget to reveal the source:

“Source: (adapted from) Bartlett/Goshal, 1998: 122”.

The **annex** includes important information, which would render the text-corpus too complex, if directly included. However, the direct relation between text and annex must be explained with a direct reference to the annex in the text. Remember though, an annex should neither be abused to optically shorten the main text nor to artificially blow up an argument.

2. Style and Format

The **font** for standard text is 12 pt Times New Roman with 1.5 lines spacing. Footnotes shouldn't be smaller than 10 pt. 1-line spacing might be used for footnotes and longer quotes (>5 lines).

Seminar-papers should be **stapled**; diploma/bachelor/master theses should be **bound**.

Seminar-papers should not include more than **15 pages** (excluding cover page, table of contents, list of figures etc.); diploma or master theses should have 60 pages (+/- 10%), bachelor theses 30 pages (+/- 10%). Please, place the pages numbers in the middle of the bottom of the pages.

Page **numbering** includes all parts of your oeuvre: the title page (counted but not marked with a page number), all directories, e.g. the table of contents (in Roman numbers: I, II, III) as well as the main text including bibliography, annex, etc. (in Arabic numbers).

The following **margins** should be used: 4 cm on the left side; 2 cm on the right side; 3 cm at the top as well as at the bottom of the page with 1,5 cm between the bottom of the page and the page number.

Use **line breaks** to form a new paragraph in order to indicate a new train of thought.

You may use **different font styles** (esp. *italics*) to emphasize a word or an expression.

3. Quoting

The sources of **direct and indirect quotes** have to be accompanied by a footnote **Direct quotes** should be marked with quotation marks:

*“Few economists believe that the conditions of this example hold”.*¹

Indirect quotes are written without quotation marks. The footnote related to the indirect quote begins always with “*See*” (See Barney/Hesterly (1996), p. 136.):

*There has been little effort to integrate organizational economics, organizational behavior and organization theory.*²

Secondary quotes should be avoided, since they are not regarded as good academic style. If you think a secondary quote is unavoidable (which it isn't in most cases) the following form should be used:

*“Mr. Locke has clearly seen that the abundance of money makes everything dear”.*³

This example illustrates how confusing secondary quotes might be. Our advice: avoid it!

¹ Lazear (1998), p. 61.

² See Barney/Hesterly (1996), p. 136.

³ Cantillon (1755, reprinted 1931) as quoted by Blaug (1997), p. 21.

A footnote includes the first letter(s) of a first name, if you quote authors with the **same family name** such as:

¹ Müller, H.-J. (1992), p. 210.

² Müller, F. W. (1984), pp. 12-13.

For different **publications** by the same author from the **same year**, use small Arabian letters in addition to the year (also in bibliography):

¹ Wolff (1998a), p. 143.

² Wolff (1998b), p. 20.

The **subsequent quotations** of the same source can be done as follows:

¹ Wolff (1999), p. 210.

² See loc. cit., (include a different page number if necessary).

Loc. cit. means loco citato (at the place already cited). There should be no change in **citation style** in the paper - make sure you maintain the same style within the whole paper.

4. References

The references of the sources you quote have to be included in the **List of References** (in alphabetical order). Use only the first author and 'et al.', if there are more than three authors/editors and the abbreviation etc., if more than three loci of publication are given. In the Anglo-Saxon academic world, the **publisher** is more important than the **publishing place**. Here seems to be a difference between German and international academic style. If you want to do it perfectly, give both, the publisher and the place.

Barney, J.B./Hesterly, W. (1996), Organizational Economics: Understanding the Relationship between Organizations and Economic Analysis, in: Clegg, S. R./Hardy, C. (Eds.) (1999), Studying Organization. Theory and Method, Sage: London, Thousand Oaks, New Delhi, 109-141.

Blaug, M. (1997), Economic Theory in Retrospect, 5th ed. (reprinted 1999), Cambridge University Press: Cambridge etc.

Cantillon, R. (1755/1931), Essay on the Nature of Commerce, in: Blaug, M. (1997), Economic Theory in Retrospect, 5th ed. (reprinted 1999), Cambridge University Press: Cambridge etc, p. 21.

Harm, C. (2000), The Limits of Corporate Governance: An Examination of the Manager-Shareholder Conflict, <http://www.wiwi.uni-muenster.de/iw/forschung>, 11.10.2000.

Jain, S. C. (1993), Marketing Planning and Strategy, 4th ed., South-Western: Cincinnati/OH.

Kahnemann, D./Knetsch, J. L./Thaler, R. H. (1986), Fairness as a Constraint on Profit Seeking. Entitlements in the Market, in: American Economic Review 76, 728-741.

Kogut, B./Parkinson, D. (1993), The Diffusion of American Organizing Principles to Europe, in: Kogut, B. (Ed.) (1993), Country Competitiveness: Technology and the Organizing of Work, Oxford University Press: New York, Oxford.

Lazear, E. P. (1998), Personnel Economics for Managers, John Wiley & Sons: New York etc.

If page numbers in journals do not cover the whole volume, but refer to an individual issue, the **number of the issue** has to be included into the bibliography in addition to the volume (which refers to the year of publication). Also, **non-academic publications** (e.g. Cosmopolitan, Peoples' Magazine, Men's Health etc.) do usually not meet the academic standards we apply to sources in our discipline.

Only sources, which are **publicly accessible**, can be quoted. Thus, diploma/bachelor/master theses cannot be used as sources. Sources not yet published may be still quoted, if you obtain the author's permission.

Note: Copying from another author's work without getting the exact and complete source is called plagiarism and will lead to a "disqualification in the academic contest".

5. Paper Submission

Make sure you submit your paper/thesis on time. The deadline of the seminar papers is announced in class. You should turn in a print as well as an electronic copy of your seminar paper. The Exams Office will notify you about the due date of your thesis. Please submit two copies of your thesis to the Exams Office.

6. Some Further Advice

A useful tool to structure your work and to *help oneself to get started* is paraphrasing your central concern as a *question* in your introduction. Also, the topic itself often reveals a certain *structure*. “*Globalization strategy and new technologies*” automatically implies the following sections: globalization strategy; new technology; the impact of new technologies on globalization strategies.

Your paper will appear to be well rounded, if your last chapter/conclusion actually *answers the question* that you set out to answer in the introduction. So, before you submit your paper after writing the conclusion, you might want to revise the introduction.

Avoid the ‘I’ form, especially as in “in my opinion...” or “I think that...”. First of all, your readers know, whose paper they are reading. Secondly, try not to give your opinion but to draw (logical) conclusions from your sources or theoretical reasoning.

Your paper should be logical, consistent and comprehensible – in principle even without quotes, annotations, footnotes, figures and tables.

We are looking forward to reading your oeuvre.

Good luck!

(Minu Pooria/Birgitta Wolff/Marjaana Gunkel)