

Guidelines for Seminar Papers and BA/MA Theses at the Chair of Organization and Management

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1. Administrative Notes

1.1 ... for Seminar Papers

The allocation of topics for seminar papers is individually regulated depending on the seminar. The course instructor may assign topics through a selection process. The structure of the paper should be discussed with the designated contact person. Independent handling of the topic is expected. The seminar paper must be submitted digitally (as a Word and PDF document) to the respective seminar instructor by the deadline. Deadlines for submitting seminar papers will be announced in the respective course. Seminar papers can generally be written in English or German.

1.2 ... for Bachelor's and/or Master's Theses

a) General

One prerequisite for supervising a bachelor's or master's thesis is successful participation in a seminar and/or lecture offered by our chair, as well as attendance at our information session on thesis writing. Currently available topics can be viewed on the chair's homepage (<https://www.business.uzh.ch/en/research/professorships/om/bamathesis/topicsandguidelines.html>). Students may also propose their own topics. Theses can generally be written in English or German but should relate to the lectures or research projects of the chair's staff. Supervision decisions are made after submitting application documents (CV, transcript, desired topic, and motivation) to Kalliopi Vagias (kalliopi.vagias@business.uzh.ch). Before officially registering the thesis with the dean's office, a 3- to 5-page proposal must be submitted to and accepted by the assigned supervisor. The proposal should provide an overview of the topic area, including a proposed problem statement, objective of the work, and possibly a research method. Additionally, the proposal should include a provisional table of contents, bibliography, and timeline. At this stage, adherence to the fundamental principles of academic work is expected, including engagement with relevant literature. Once the proposal is accepted, the topic is registered with the dean's office.

b) Bachelor's Theses

The guidelines of the Faculty of Economics at the University of Zurich apply. Upon receiving the topic (after official registration with the dean's office), a six-month processing period for bachelor's theses begins. The final version must be submitted on time via OLAT. Compliance with the respective deadlines set by the dean's office ("registration deadline" = final submission deadline via OLAT) is the responsibility of the candidate. The thesis is graded and cannot be revised.

d) Master's Theses

The guidelines of the Faculty of Economics at the University of Zurich apply. Upon receiving the topic, a six-month processing period for master's theses begins. The final version must be submitted on time via OLAT. Compliance with the respective deadlines set by the dean's office ("registration deadline" = final submission deadline via OLAT) is the responsibility of the candidate. The thesis is graded and cannot be revised.

2. Guidelines for the Structure of a Scientific Paper

It is expected that the candidate acquires the necessary knowledge of academic writing before starting the work. In addition to the guidelines provided here, explicit reference is made to relevant literature (see Chapter 3).

2.1 Components of a Scientific Paper

Generally, the argumentation of a scientific paper should be logically structured ("red thread"). The reader should be able to follow the author's train of thought.

a) Title Page

The title page contains the title of the work, the field of study, the name of the institute and the supervising professor or assistant, the name of the author with complete address (including phone number, email address, and student ID), and the submission date.

b) Table of Contents

A table of contents precedes the work, clearly outlining the structure of the argumentation. The table of contents should not exceed three levels of hierarchy.

c) Abstract

The abstract provides the reader with a brief summary of the essential aspects of the work (research question, methodology, and conclusion).

d) List of Figures, Tables, Abbreviations

When using figures, tables, or abbreviations, they should be listed in separate directories. It is expected that these are explained in the corresponding text. Figures and tables should be numbered separately. Furthermore, the sources must be provided. Modifications to tables or figures should be marked with the indication "adapted from." Self-created figures and tables should be marked as "own representation."

e) Numbering

The page numbering of the title page, abstract, table of contents, list of figures, tables, and abbreviations is done in Roman numerals. The page number is not listed on the title page.

f) Text Section

The text section consists of an introduction (problem statement, aim of the work, research methodology, structure of the work, definitions), main body, and conclusion (critical assessment, outlook). The page numbering of the text section continues consecutively in Arabic numerals.

g) Bibliography

The bibliography includes all sources cited in the work, arranged alphabetically by the authors' last names. The Arabic page numbering from the text section continues.

h) Appendix

The appendix contains additional supplementary information and documents that would disrupt the flow of the text. This may include used questionnaires, verbatim interviews, a list of interviewees (with name, surname, company, position, location, and date of the interview), or other documents used in the work. It should be noted that each representation within the appendix should be renumbered. The Arabic page numbering from the text section continues.

i) Declaration of Authorship

The seminar, semester, bachelor's, and master's thesis must contain a declaration of authorship with the place, date, and signature of the author (see sample text below):

The undersigned author declares on oath that he/she has independently, without external assistance and without using other than the specified aids, prepared the present work. Thoughts taken directly or indirectly from external sources (including electronic sources) are invariably indicated as such. The work has not been submitted, in whole or in part, in the same or a similar form, for another examination (see Theisen, 2002, pp. 209 ff.).

2.2 Formal Formatting Guidelines

a) Length of Scientific Papers

Individual papers should be prepared as follows:

- Seminar Papers: to be determined in consultation with the supervisor
- Bachelor's Thesis: 45-60 DIN-A4 pages
- Master's Thesis: 60-80 DIN-A4 pages

These figures refer to the pure text part of the work, i.e., excluding the title page, bibliography, and other lists, as well as the appendix.

b) Layout of Scientific Papers

- Font: Times New Roman or a similar font
- Font Size: 12 pt (adjusted to the font)
- Line Spacing: 1.5
- Justified alignment with hyphenation

Please leave a left margin of approximately 3 cm (for bound papers) and a right margin of 3-4 cm for corrections.

2.3 Guidelines for Academic Citation

In a scientific paper, thorough documentation of the sources used is essential, meaning that direct (verbatim) or indirect citation of external thoughts must be clearly indicated. The following citation rules conform to the APA 7 citation standard.

a) Differentiation between Direct and Paraphrased Quotation in the Text

Direct (verbatim) quotations must be indicated by quotation marks. Deviations from the original source should be marked with square brackets and a note (e.g., note/emphasis by the author). Omissions should be indicated by ellipses [...] and additions should be placed in square brackets [...]. Verbatim quotes, such as in English, should not be translated. If the direct quote exceeds 40 words, it should be indented. *Paraphrased quotes or paraphrases* should be indicated without quotation marks and page numbers.

b) Citation Technique in the Text

Consistent citation should be used in all papers, meaning that citations should be made in the same manner throughout. Provide a short citation at the appropriate place in the text. This citation should include the author(s)' last names, the publication date, and, for direct quotes, the page numbers of the source where the cited thoughts appear:

- Direct Quotes: (Seidl, 2009, p. 7)
- Paraphrased Quotes: (Seidl, 2009)

For sources with up to two authors, use "and" to connect the authors' names in the text and "&" in parentheses for source citations:

- In-text: Hansen and Sargent (1980) showed that ...
- Parenthetical citations: (Hans & Sargent, 1980)

For sources with three or more authors, only the first author is listed by name for each citation, followed by "et al.":

- In-text: Black et al. (2013) investigated ...
- Parenthetical citations: (Black et al., 2013)

c) Page References

The notation "p. 25 f." refers to page 25 and page 26. "p. 25 ff." indicates that the citation starts on page 25 and extends over more than two pages. When citing a source without page numbering (e.g., a website), a paragraph number is provided.

d) Different Sources with the Same Information

All sources are listed alphabetically (in the same order as in the bibliography) and separated from each other by a semicolon: (Daft & Lengel, 1998; Deehls, 1994; Hahne, 1998; Neuberger & Kompa, 1987).

e) Multiple Works by the Same Author(s) from the Same Year

Sources by the same author(s) from the same year are differentiated using lowercase letters in alphabetical order by title. The sources are alphabetically ordered by title, with "a" after the first source, "b" after the second source, and so on.

Example: Performance appraisal is an important and challenging step in designing an incentive system (Lazear & Gibbs, 2009a, 2009b).

f) Organizations / Institutions / Associations

If an organization / institution / association is named on the title page instead of an author or multiple authors, the group name is used instead of the authorship. If the names of individuals are listed on the title page, they are indicated as authors. An abbreviation may be used instead of the group name if one exists and is widely known. In the first citation in the text, the abbreviation is defined. In subsequent citations, only the abbreviation is used.

- First citation in text: The World Trade Organization (WTO, 2012) developed various dispute settlement procedures (World Trade Organization [WTO], 2012).
- Subsequent citation in text: Additionally, the WTO (2012) analyzed and compared various dispute settlement procedures.

2.4 Guidelines for the Formal Formatting of the Bibliography

Ensure that your bibliography is *complete* and *consistently formatted*!

a) Books

The names of multiple authors are separated by commas. Before listing the last name, "&" is added:

Single Author:

Corden, W. M. (1997). *Trade policy and economic welfare (2nd edition)*. Clarendon Press.

Multiple Authors:

Kirsch, W., Seidl, D., & van Aaken, D. (2009). *Unternehmensführung – Eine evolutionäre Perspektive*. Schäffer-Poeschel.

b) Book Chapters

Mirow, M. (2005). Die Entwicklung der strategischen Planung im Wechselspiel zwischen Anwendung und Beratung. In: Seidl, D., Kirsch, W., & Linder, M. (Eds.), *Grenzen der Strategieberatung – Eine Gegenüberstellung der Perspektiven von Wissenschaft, Beratung und Klienten* (pp. 33-43). Haupt.

c) Journal Articles

Hendry, J., & Seidl, D. (2003). The Structure and Significance of Strategic Episodes: Social Systems Theory and the Routine Practices of Strategic Change. *Journal of Management Studies*, 40(1), 175-196.

d) Journal Articles in Advance

Nicolai, A., & Seidl, D. (in press). That's relevant! Different forms of practical relevance in management science. *Organization Studies*.

e) Newspaper Articles

If no author is provided, order by the name of the newspaper:

Schöchli, H. (May 25, 2016). Entwarnung: Das Wirtschaftsstudium schadet deiner Ethik nicht. Neue Zürcher Zeitung. <http://www.nzz.ch/wirtschaft/wirtschaftspolitik/untersuchung-der-universitaet-zuerich-entwarnung-das-wirtschaftsstudium-schadet-deiner-ethik-nicht-ld.84642>

Süddeutsche Zeitung (2000). Ein Mausclick ersetzt nicht das Wissen. No. 185, August 12/13, 2000, p. 4.

f) Websites

Include the complete web address and the publication date:

Slat, B. (2019, April 10). *Whales likely impacted by Great Pacific garbage patch*. The Ocean Cleanup. <https://www.theoceancleanup.com/updates/whales-likely-impacted-by-great-pacific-garbage-patch/>

g) Unpublished Documents

If possible, include the authors, publication year, title, working paper series with working paper number, and Digital Object Identifier [DOI] for working papers. The working paper series is italicized.

Van Aaken D., Splitter V., & Seidl D. (2011). Do corporations engage in Pro-Social Behavior despite their economic interest? A Bourdieusian Perspective on Corporate Social Responsibility. *Working Paper*.

Bettinger, E., Fairlie, R. W., Kapuza, A., Kardanova, E., Loyalka, P., & Zakharov, A. (2020). Does EdTech substitute for traditional learning? Experimental estimates of the educational production function. *NBER Working Paper* No. 26967. <https://doi.org/10.3386/w26967>

Rinawi, M., & Backes-Gellner, U. (2015). Skill prices, skill composition, and the structure of wages. *Swiss Leading House Economics of Education Working Paper* No. 112.

3. Literature Recommendations

Kornmeier, M. (2009). *Wissenschaftlich Schreiben leicht gemacht für Bachelor, Master und Dissertation* (2nd edition). Haupt.

Lipson, C. (2005). *How to Write a BA Thesis? A practical guide from your first ideas to your finished paper*. University of Chicago Press.

Further Reading:

Bänsch, A. (2003). *Wissenschaftliches Arbeiten. Seminar- und Diplomarbeiten* (8th edition). Oldenbourg.

Disterer, G. (2003). *Studienarbeiten schreiben. Diplom-, Seminar- und Hausarbeiten in den Wirtschaftswissenschaften* (2nd edition). Springer.

Sachs, S., & Hauser, A. (2002): *Das ABC der betriebswirtschaftlichen Forschung. Anleitung zum wissenschaftlichen Arbeiten*. Schulthess.

Theisen, R. (2002). *Wissenschaftliches Arbeiten. Technik-Methodik-Form* (11th edition). Vahlen.