

Guidelines for scientific writing

at the Institute for Technology and Innovation Management (W-7)



**Technology and
Innovation Management**
at Hamburg University
of Technology

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1 Introduction

The following guide offers instructions on how to successfully write a scientific paper (study/project work, bachelor's or master's thesis) at our institute. The guidelines contain crucial aspects concerning content and format and help students to avoid typical mistakes. In case of doubts or if you have any questions, please contact your respective supervisor.

In case any deviations to your examination regulations occur (e.g. number of submitted copies), please contact your supervisor immediately! Moreover, you independently have to verify that the requirements for writing the scientific work (required credit points etc.) are fulfilled.

1.1 General procedure of writing a scientific work

The following steps should be carried out when writing a scientific paper:

1. Choose one of the announced topic proposals (from the website of the institute, notices and announcements during lectures or seminars) or submit a proper, informative own proposal and a motivation letter to one of the institute's employees. You can find information on the relevant area of research for the institute members on the website. In the first meeting you should be able to explain why you have chosen the topic and why it fits to your study program and interests. In general, own proposals should correspond to the research interests of the institute.
2. Literature review based on the introductory instructions provided by your supervisor.
3. Definition of the problem to be addressed and formulation of a preliminary structure.
4. Registration at the examination office.
5. Collaborating and coordinating with the supervisor during the writing process. The number of meetings will be individually agreed.
6. Submission of the work before the fixed deadline.

1.2 Important aspects for organizing scientific writing

When writing a study/project work, bachelor's or master's thesis you work on a defined problem using scientific methods within a specified period. A possible lack of time towards the end of this period can be prevented by the following precautions:

- Sorting, compilation and review of the relevant literature is an important phase of writing a scientific paper. Therefore it is advisable to start your work by reading relat-

ed literature. However, do not get nervous if the first few days (or even weeks) do not bring out any visible results in the form of written pages. You should focus on a detailed topic as early as possible in order to selectively read and evaluate the literature.

- At the beginning of the next phase own ideas should be condensed and consolidated into a first outline.
- Do not underestimate the rather technical final phase of writing a scientific work, e.g. formatting the graphics, images and tables. You should schedule enough time for this phase!
- An outline is only the starting point for your scientific work. Writing your results, thoughts and recommendations as an understandable text is a challenging task.
- It is highly recommended to familiarize yourself with any required word processing programs, graphical or statistical software.

It is advisable to create a time and working plan at an early stage.

1.3 Literature review

Take your time to search for specialized and relevant literature for your topic. Think about keywords, synonyms and other terms related to your topic before starting the literature review. Literature can be found in the library or in appropriate databases like EBSCO, Web of Science, WISO or in the GBV catalogue. Also ask your supervisor for hints and guidance in the literature search for your topic. A study/project work, a bachelor's and especially a master's thesis should exceed a simple reproduction or summary of existing scientific articles. It is expected to identify and classify literature and to match it with your own results, thoughts and perspectives.

The literature review should contain scientific and internationally accepted, especially English literature (journal articles etc.). Other sources like interview transcripts can also be quoted but should be listed in a separated appendix (e.g. "Appendix of special sources").

2 Formal guidelines

In this section the required formal guidelines for scientific writing at our institute are summarized.

2.1 Size and font

Formally a bachelor's or master's thesis differs from a study or project work only by its length, the existence of a statement of honor and the cover. A master's thesis should have a size of about **60 core pages**. Study and project works as well as a bachelor's thesis should comprise **30 core pages**. This excludes the title page, the table of contents, list of appendixes, figures, tables and abbreviations, the references, the list of other sources (if necessary) and the appendixes itself. Deviations should be discussed with the supervisor.

For the font size the following guidelines must be followed:

- **Text:** 12 pt Times New Roman
- **Heading, Main Chapter:** 14 pt Times New Roman, Bold
- **Heading, Sub-Chapter:** 12 pt Times New Roman, Bold
- **Footnotes:** 10 pt Times New Roman

2.2 Spacing, page margins and numbering

The following guidelines should be followed for text design and formatting:

- **Spacing:** 1.5-spaced (text), single spaced (footnotes)
- **Margins:** left = 3 cm, right = 2 cm, top = 2 cm, below = 2 cm
- **Footnotes** are numbered consecutively

The pages with table of contents, list of figures, appendix and abbreviations should be numbered with Roman numerals. The Arabic numerals begin with the first page of the core text. The page number position can be selected by the student. However, the positioning must be consistent. The Arabic numerals, unlike the Roman numerals, can be placed between two dashes (e.g. -37- or VII). Justifying the text and footnotes is desirable. When using automatic syllabication the text has to be checked for wrong or unattractively separated words as one of the last steps of formatting. Tables and figures must have a reference and must be numbered consecutively.

2.3 Number of copies, type of binding and submission procedure

Bachelor's and master's theses must be submitted to the examination office. Study or project works will be submitted directly to the supervisor (unless there are no other regulations from the examination office!). The number of submitted versions (hard copy) is:

- **Bachelor's and master's thesis:** Two copies must be submitted to the examination office. Please also submit a third copy directly to the supervisor.
- **Study / project work:** Two copies must be submitted directly to the supervisor.

Each copy must include a data medium (e.g. CD, thin USB stick) containing the report in a MS Word format (figures additionally as Power Point file) and PDF format. The report should be submitted with a glued bond for bachelor's or master's thesis and a spiral binding for study or project works. In any case a binding should be chosen that ensures to turn the pages several times. For all versions white paper (A4) must be used which should be printed one-sided.

3 Organization and structure of a scientific work

In addition to the previous mentioned formal guidelines a scientific paper must satisfy requirements with regards to contents.

3.1 Elements of the scientific work

Study/project works and bachelor's or master's theses consist of the following parts (for study and project works leave out point 11):

- 1) Title page (unnumbered), see appendix I
- 2) Abstract (start Roman numerals)
- 3) Table of contents (continue Roman numerals)
- 4) List of abbreviations (continue Roman numerals)
- 5) List of symbols (continue Roman numerals)
- 6) List of figures (continue Roman numerals)
- 7) List of tables (continue Roman numbering)
- 8) Text (start Arabic numerals)
- 9) Attachments (continue Arabic numerals)
- 10) References (continue Arabic numerals)
- 11) Statement of honor (unnumbered), see appendix II

3.2 Abstract

A scientific work should have a concise abstract. This should include the problem statement as well as the research questions. Afterwards the acquired results are explicated. The reader should be able to understand the content as well as the main results by reading the abstract.

3.3 Table of contents

The table of contents should give a first impression about the work's content and illustrate the logical structure. The following points should be considered while structuring the paper:

Qualitative requirements:

The table of contents should

- reflect the logical structure of the paper
- facilitate the reading by providing a clear overview of the structure

- be comprehensible and well balanced but not excessively detailed
- consist of headings which reflect clearly the content of each section. Headings should be meaningful (e.g. “Description and evaluation of the lead user method“ and not just “Lead user method”).
- not have an excessively detailed structure. A three- to four-digit structure should be sufficient. The main headings should have an equal rank in the structure.

Formal requirements:

- The heading mentioned in the table of contents must be identical to the headings in the text.
- At each level of the heading at least two equally weighted headings should be present, i.e. heading 1.1 must be followed by heading 1.2. A point between the digits is set, but no point is set after the last number (1.1 and 1.1.2).
- Identical naming of the headings at different levels of the structure should be avoided.
- The numbering should follow the decimal system.
- Every heading must have the corresponding page numbers.

3.4 Abbreviations and list of abbreviations

Excessive use of abbreviations should be avoided. Common abbreviations such as “etc.” or “e.g.” are allowed. These should not to be included in the list of abbreviations. Abbreviations used for convenience are not allowed. Topic specific abbreviations must be expanded at first use, e.g. “Computer Aided Planning (CAP)” and must be included in the list of abbreviations. The following abbreviations are common and should therefore not be included in the list of abbreviations:

- | | |
|--------------------------------|---|
| • ed. (edition) | • vol. (volume) |
| • diss. (dissertation) | • et.al. (“et alii” = and others) |
| • p. (page) | • cf. (“confer” = compare) |
| • pp. (pages) | • e.g. (“exempli gratia” = for example) |
| • col. (column) | • i.e. (“id est” = that is) |
| • Ph.D. (Doctor of philosophy) | |

3.5 List of symbols

Specific mathematical, economical or technical symbols used in the paper must be defined in a separate list of symbols. These symbols should also be defined at the page of their first usage in the text, either in parentheses or as footnotes.

3.6 List of figures and tables

Only the figures and tables that are integrated within the text by cross reference or explanations should be mentioned in the list of figures and tables. The following formal requirements should be met:

- Scanned figures and tables should be avoided (only self-created graphics which are also submitted on the data medium).
- The title of tables and figures contains the following elements:
 1. Figure/table numbering (consecutive numbering throughout the paper).
 2. A title that precisely explains the content of the figure/table.
 3. The source (for self-created figures: “Source: Own illustration”, for significantly modified figures: “Source: Own illustration based on: [Author, publication year, page number]”, for copied figures: “Source: [Author, publication year, page number]”).

All figures in the text section must be mentioned with their name along with their corresponding page numbers in the list of figures. For papers containing a large number of data which needs to be presented as tables, a separate list of tables might be required.

3.7 Introduction

The introduction should give a general overview of the topic, problem statement, objective and the structure of the work. A **possible** process of an introduction might look like this:

1. Introduce the problem and the importance of the topic and explain the research questions.
2. Relate the topic to your course of study.
3. Outline the main concepts.
4. Focus on a special subtopic if necessary and state the reasons.
5. Explain the aim of the work as well as the methodology used.
6. Explain the structure of the work.

The structuring principle “from general to specific” should be used for the introduction. According to experience the introduction is often emphasized insufficiently compared to the main part. The problem definition should state the investigated problem, its importance and extent should be defined. The relation to other study fields or problems which are not mentioned or only marginally mentioned in the report needs to be highlighted also. The splitting of the main problem into sub-problems and a discussion on how these problems can be addressed are also a part of the introduction. However, no results should be anticipated. The definition of the objective is also an essential aspect in the introduction and facilitates the understanding of the scientific work.

3.8 Text part

The text should be clearly and logically structured, e.g. through paragraphs and reasonable headlines. Special instruments like bold or italic type should be used selectively. Using a combination of styles like bold and italics simultaneously should be avoided. A paragraph consists of at least two sentences and comprehends a continuous thought.

3.8.1 Headings

The headings should normally be positioned at the left margin, irrespective of their rank in the structure. Each heading section must be self-explanatory. References to higher level sections in the structure are not allowed. Full sentences should be avoided, this includes interrogative sentences. There should be no punctuation at the end of the heading. General headings like “main part” or “text part” should be avoided.

3.8.2 Use of the text field

It is suggested to always start the main headings on a new page (if appropriate). In all other cases a heading should start from a new page when there is no remaining space to accommodate the heading and the following three lines of text. Each chapter heading should be followed by at least one paragraph.

3.9 Attachments and list of attachments

Only the material should be included in the attachments that would hinder the work’s structure and progress but is essential to understand the topic (e.g. large tables, questionnaires and big pictures, long formula derivations, unpublished source etc.). All attachments should be

provided with a meaningful title, numbered and included in a separate list of attachments. Also, each part of the attachment should be referenced at the relevant place in the main text of the report, e.g. "A detailed version of the questionnaire regarding cost data can be found in appendix 4."

3.10 List of references

In principle, the use of various reference styles is possible, however, the selected citation format should be consistent. For the bibliography the Harvard citation style is recommended. It is also recommended to use a program (e.g. Citavi, Mendeley) for reference management. This is very helpful to execute *all* references in the list of references.

Literature that has been read, but not used as a source in the text, should not be included in the bibliography. Also for the bibliography format justification should be chosen. If the reference exceeds two rows they should be intended starting from the second row so that the last name of the author is always located on the left margin and thus is instantly recognizable, e.g.:

Bell, J. (2010): „Doing your research project: a guide for first-time researchers in education, health and social science”, 5. Aufl., Maidenhead: McGraw-Hill Open University Press.

In addition, the following guidelines should be followed:

- In the bibliography all sources used must be arranged in alphabetical order by the authors' (last) name.
- Multiple publications by the same author should be listed chronologically beginning with the oldest publication.
- Please do not subdivide the bibliography (e.g. books, magazines, journal articles and dissertations).
- For interviews used in the paper, a separate list should be created.
- All cited books, articles etc. should be listed with full title, edition number, publication place and published year.

Sources without an author should be listed either as “NN” (not named) or under the name of the publishing institution (e.g. for company reports, advertisement brochures, market research studies) and should be cited accordingly in the text. Unpublished material should contain a corresponding comment, e.g. “unpublished Master Thesis, Darmstadt 2012”.

3.10.1 Written sources

In the bibliography all sources used in your scientific paper should be listed in alphabetical order according to the following guidelines. Internet sources are summarized separately (see 3.10.2).

- **Journals:**

Surname, first name (year of publication): Title, in: journal, year or volume: page numbers.

- **Books:**

Surname, first name (year of publication): Title, edition, place of publication: publisher.

- **Edited Books (Anthologies):**

Surname, first name (issue or ed.) (year of publication): Title, place of publication: publisher.

- **Part of an Edited Book:**

Surname, first name (year of publication): Title, in: first name and last name of the publisher (issue or ed.): Title of the edited book, place of publication: publisher, pages.

- **Contributions in a Festschrift or Encyclopedia article:**

This can be assigned as contributions in anthologies. For the latter, in many cases, the indication of the volume is necessary (this is done after the title).

- **Articles (e.g. in magazines):**

Surname, first name (year): Title, in: journal, edition, date, page number(s), articles without information about the author will not be included in the bibliography.

Note:

When more than one edition of the source exist, generally the most recent edition should be used. This is not the case if a certain citation is present only in an older edition or when the most recent edition is not available. This indication of the used edition should be mentioned after the title:

... Title, 2nd ed. (ed. for "edition")

3.10.2 Internet sources

Internet sources should be listed in a separate list in order to distinguish from written sources. This list should be added to the bibliography of written sources with the following guidelines:

a) Within the list of internet sources:

Name, first name (year): Title, online at: scheme: //internet-protocol-parts/path (link with cgi-script), status: [dd.mm.yy], query: [dd.mm.yy]; [hh.mm.] clock, first and last page numbers.

b) Short quote in text:

(Name, year, page number)

Do not paste the entire URL link in the text as it appears in the bibliography.

IMPORTANT:

The sources cited from the internet must also be included to the data medium.

4 Sources and citations

Literally or analogously adopted statements from other authors must be marked so that the source is always traceable. The source is listed within the text according to the following guidelines.

4.1 Ability and obligation to cite

Citations are quotes, paraphrases or summaries adopted by other authors. In principle, the use of various methods of citation is possible and common, however, the selected citation should be kept consistently.

Only those works that can be tracked and verified by the reader/examiner can be cited. This is the case for published papers. Unpublished papers with for example confidential content (e.g. statistical data from a company) can only be cited if it is attached in the appendix in order to ensure confirmability for the examiner. Before using such sources authorization of the owner must be obtained. Lecture notes or seminar handouts should not be cited. In most cases the original source for these notes can be found. An obligation to cite always exists if an author wants to document other ideas, leaves ideas open for further interpretation or develops the idea further. The obligation to cite is also applicable for tables, diagrams, symbols, pictures and so on. Generally, the original source should be referred to. The use of secondary sources is only allowed for difficult or unobtainable original sources. The obligation to cite does not exist when the ideas involved are common scientific knowledge. Scientific work should not consist of many direct citations continuously arranged one after the other.

Verbal statements are citable only on the basis of conversation protocols which must be attached. For the sake of simplicity it is enough to mention the date of conversation and the conversation partners along with a headword overview of the conversation's content. Lecture notes, self-made or workgroup manuscripts should not be cited.

4.2 Guidelines for citation

We recommend to use the Harvard citation style. All citations should be indicated and structured as follows:

- After a citation the corresponding author, year of publication and the page(s) of the cited work are indicated in parentheses,
e.g.: (Maier 1999, p. 3)

- After the source is mentioned it is not always required to enter a punctuation mark. However, if the source is mentioned at the end of a sentence it is inserted before the punctuation mark.
e.g.: To meet this challenge companies open their process of innovation (Chesbrough 2003, p. 21) and use external knowledge of the customers (Herstatt et al. 2003, p. 4).

For all citations from books a page number is required. Hereby you can cite a single page (“p. 18”), several individual pages (“pp. 214, 215, 235”), a set of pages (“pp. 34-47” or “pp. 34f.”), a whole section of text (“Ch. 7, pp. 26-58”, always with page numbers), or the complete text (“pass.” for *passim*, i.e. continuous). If many pages are cited, a citation “pp. 15f.” should not be used, because it is unclear whether, for example, the pages 15-17 or pages 15-25 are meant. It is permitted to use “p. 15f.” for two consecutive pages. Furthermore, note the following guidelines for citations:

Multiple authors, different source

If the sources for your statement are from different authors they should be separated by a semicolon, the more recent publication should be listed first, e.g.
(Bogers et al. 2010, p. 9; von Hippel 1986, p. 8)

Multiple authors, single source

If there are two authors for one source the author names are separated by a comma. If there are more than three authors the first author is mentioned and the other authors are summarized by “et al.”, e.g.
(Hienerth, Lettl 2011, p. 17f.) or (Lettl et al. 2008, p. 14)

One source, two consecutive references

If the same source is cited at the same page in immediate order, the second citation can be replaced by “*ibid*” (meaning “*ibidem*” = at the same place). The same is also valid for all the following references to the same source in the same page.

Multiple publications by one author

When using several publications of one author the publication years are separated by a comma. If there are several works from one year they are distinguished by inserting a small letter. The letters are usually arranged in alphabetical order, e.g.
(Herstatt 2009a, p. 8)

4.3 Footnotes

Footnotes are used, if necessary, to represent any additional, relevant comments of the author or substantive references that would hinder the line of thought within the text. Footnotes should be separated from the text by a 5 cm long left aligned line. The footnote should appear on the same page as the text to which it corresponds. The numbering is conducted continuously, i.e. a numbering per page or chapter is not allowed. Each footnote must begin with a capital letter and must end with a punctuation mark.

4.4 Citations

A scientific paper can have direct (word-by-word) and indirect (analogous) quotes. Also, secondary quotes may occur but should be avoided. Both direct as well as indirect citations have to correctly convey the opinion of the cited author and be placed in the correct context. It is a blatant violation of rules for scientific writing to use a formulation that has been taken out of its original context as evidence for an argumentation not intended by the original author.

4.4.1 Direct quotes

Transferring full sentences, parts of sentences, terms, definitions etc. word by word from other sources signifies direct citations. It is an essential failure to not mark those direct citations, this can result in marking the paper as failed. For each direct citation, quotation marks must be added at the beginning and at the end of the quote. Long direct citations should be avoided. Direct citations must match the original text exactly. The direct citations should be carefully checked so that it cannot be misunderstood when it is detached from its original context.

Citations within a citation should be marked at the beginning and at the end with apostrophes (.....). Likewise, if a quote is marked with quotation marks, the text passage is marked with an apostrophe. The following exceptions are possible:

- **Citation might be omitted or discontinued**

To include a citation so that it grammatically fits well within the text, it might be necessary to adjust the citation or leave out parts of it. Then the relevant position within the citation should be marked by [...].

- **Extending a citation**

If a citation is extended through an explanatory remark by the author, these remarks should be placed within brackets [...] along with the note “Author’s remark”.

If there are emphasized parts in the cited text, these should be included in your citation also. An emphasis that has been included by you should be accompanied by the remark “Author’s emphasis”.

Direct citations from sources in languages other than English should be translated, indicating the translator. The corresponding footnote should include the original text (within brackets and quotations marks). Switching between languages within a sentence should be avoided.

4.4.2 Indirect quotes

An indirect quote does not replicate the original text literally, but transfers the idea presented in the original text in your own words. The goal of this citation is to clearly identify an external thought, which the author uses, further develops, disagrees with or which only shows some similarity with the author’s own line of thought. As external thoughts and explanations are used these sentences also have to be marked with a reference. The extent of the indirect citation should be clear. The close correspondence between the source and your text should be indicated by “ref.” and for a limited similarity by “see” or ”also see”.

4.4.3 Secondary citations

Secondary citations are used when direct or indirect citations are not taken directly from the original text by an author A, but from a text by an author B who himself has cited author A. Generally, this is not allowed. Any citation (direct or indirect) which has not been personally found by you must be proven on the basis of the original source. If the original source cannot be obtained despite strong efforts, a secondary citation is allowed in exceptional cases which should be indicated by “cit. after”.

4.4.4 Citing from the Internet

A lot of information is available only on the Internet. Information from the Internet may only be used if this information is not (yet) available in printed form (journals, books, magazines etc.) or if this information is impossible or very difficult to obtain.

5 Colloquium

Writing a scientific work at our institute frequently includes a colloquium to present the approach and relevant results of your scientific work. The date should be agreed with your respective supervisor.

Presentation slides

The number of presentation slides is left to the students since the presentation styles differ. Therefore, practice your presentation in advance in order to check that you will stay within time.

Duration

The duration of the presentation is set in the TUHH ASPO. As of October 2018 the presentation of a Master's thesis takes between 20 and 30 minutes (Bachelor's thesis between 20 and 30 minutes; Project work between 15 and 30 minutes). The student determines the presentation length within this given timeframe. Important for the evaluation is a scientific presentation of the most important results. A longer presentation within the timeframe does not automatically result in a better grading and vice versa.

Structure and content

The presentation's structure is left to the students. However, a brief classification of the theory, the process of your scientific work as well as the results and implications for theory and practice should be explained. For further information, please contact your supervisor.

IMPORTANT: Present only what is included in your written work!

6 Frequent errors while preparing a scientific work

When preparing a scientific paper some errors occur frequently which can be prevented by structured and careful work.

Errors in the linguistic format

- Main ideas should be placed in main clauses whereas less important ideas should be placed in subordinated clauses
- Please avoid long, convoluted sentences
- Empty expressions and word repetitions should be avoided
- Foreign words (especially “buzz words”) and abbreviations should be used sparingly
- Comparatives without a comparable object are senseless
- Passive expressions should be avoided. Facts should be expressed actively
- Question forms should only be used in exceptional cases
- Use short sentences with one fact per sentence. Only use complete sentences and avoid omissions. Logical relations between two sentences should be made clear
- Be creative in the choice of words. Avoid, if possible, the multiple repeating of the same words
- Long enumerations should be avoided in order to keep the stream of speech
- Be careful with normative statements. Objective formulations like “the company needs... “ or “...should...” can be problematic without a conceptual base and information
- When using formulations like “the company”, “the supplier” etc. the reference should be clearly stated
- Do not forget: writing, printing and punctuation errors should be avoided

Errors while structuring the scientific work

- Use meaningful transitions
- Recognize and focus on the most essential aspects of your subject, limit your topic in a meaningful way if necessary (after appropriate consultation with your supervisor)
- Only write down facts that you understand yourself
- Justify and explain your statements

Mistakes with regards to contents

- Focusing a topic too late or insufficiently (Goal: quick formulation of the target)
- Very broad reasoning, not close enough to the subject
- Trying to “collect points” with studied knowledge that is inappropriate
- Lack of overviews, tables and figures
- Superficial introduction without developing the core problem

Systematic mistakes

- Incomplete systematics (e.g. when listing decision criteria)
- Non comprehensible order
- Improper weighting of different headings and chapters
- Reasons for focusing and locating the topic are not substantiated

Formal mistakes

- Missing list of abbreviations, figures or tables
- Orthographic and punctuation errors
- Sentence structure is incomprehensible or grammatically incorrect
- Poor overall expression, does not meet the requirements of scientific work
- Figures are not mentioned or explained in the text
- Indirect and direct citations are wrongly attributed
- Inconsistent citations, e.g. first names and authors, short and long citations are mixed
- Used literature is missing in the literature reference
- Crucial literature is missing, e.g. standard sources, course books, elementary journal articles

If you follow the guidelines and recommendations in this guide, you should fulfill the requirements of writing a scientific work at our institute. If any uncertainties and questions arise, please contact your respective supervisor.

All the Best!

Prof. Dr. Cornelius Herstatt

Hamburg, 2015

Updated:

October 2018: Chapter 5 - Alignment ASPO version as of Feb 28 2018

7 Further material on writing a scientific work

The literature is available in the TUHH library or at the state library (Staatsbibliothek).

Bänsch, A. (2009): „Wissenschaftliches Arbeiten: Seminar- und Diplomarbeiten“, 6. Aufl., München: Oldenbourg.

Bell, J. (2010): „Doing your research project: a guide for first-time researchers in education, health and social science“, 5. Aufl., Maidenhead: McGraw-Hill Open University Press.

Booth, W. C.; Colomb, G. G.; Williams, J. M. (2008): „The craft of research“, Chicago: University of Chicago Press.

Jacob, R. (1997): „Wissenschaftliches Arbeiten: eine praxisorientierte Einführung für Studierende der Sozial- und Wirtschaftswissenschaften“, Opladen: Westdeutscher.

Theisen, M. R. (2006): „Wissenschaftliches Arbeiten: Technik-Methodik-Form“, 13. Aufl., München: Vahlen.

8 Appendix

8.1 Appendix I: Title page for a master's thesis



Integrating customers into the innovation process

Master's Thesis

First Examiner: Prof. Dr. Cornelius Herstatt

Second Examiner: Prof. Dr. Christian Lüthje

Supervisor: M.Sc. Jens Lehnen

Submitted by:

Max Mustermann, B.Sc.

Matriculation Nr.: 123456789

Study Program: Industrial Engineering

Hamburg, 4th March 2015

8.2 Appendix II: Statement of honor

Statement of honor

I hereby declare that I personally have completed the present scientific work. The ideas obtained from other direct or indirect sources have been indicated clearly.

This work has neither been submitted to any other course or exam authority, nor has previously been published.

Hamburg, (Date) (Signature)