

Guidelines for writing academic papers

(adapted from ESB and ‘Guidelines for GBM2017’ from Joana Schierling)

for Innovation Management papers of GBD students

at Kempten University of Applied Sciences

Presented by:

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List of abbreviations

APA	American Psychological Association
pt	Desktop-Publishing Punkte

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1 Introduction

The following requirements must be fulfilled when writing seminar papers for Innovation Management assigned by Prof. Dr. Stefan. We will use it for our IFEM papers, that are to be published and therefore require a formatting standard.

These guidelines are based to a large extent on the current guidelines of The American Psychological Association (APA), which has set the standard for international social sciences (American Psychological Association, 2009). These guidelines are intended to help students apply appropriate academic methods.

2 Structure and components of an academic paper

Your paper can comprise the following parts. Table 1, Components of an Academic Paper, provides an overview of the possible components and their order.

Component	Status
Title page	Obligatory
Copyright page	If required
Dedication	Optional
Thanks	Optional
Abstract	Optional
Table of contents	Obligatory
List of tables	if tables are used
List of illustrations	if illustrations are used
List of abbreviations	if abbreviations are used
List of symbols	if symbols are used
Main part	Obligatory
List of references	Obligatory
Appendix	If required
Additional material	If required
Declaration on academic paper	Obligatory

Table 1. Components of an academic paper

3 Formal requirements

Academic papers have to meet the following formal requirements.

3.1 Page layout

The academic paper must be presented on A4 paper format with only one side of each sheet printed.

Typeface	Times New Roman
Type size	12
Line spacing	1,5
Page margins	<div>at the top 1,8 cm</div> <div>left 1,5 cm</div> <div>right 1,8 cm</div> <div>at the bottom 2,2 cm</div>
Text alignment	block
Spacing between paragraphs	<div>in front 6 pt</div> <div>after 6 pt</div>
More Info	Chapter 3.2. and Table 2.

3.2 Typeface and line spacing

With the exception of formulas, only one typeface may be used throughout the whole document, with a total of 12 desktop publishing points (pt.). For the reasons given above, we recommend Times New Roman. The 12 pt. size also applies for all headings, which, however, should be emphasised in bold print. Headings should not be underlined. Footnotes and captions (text in tables and illustrations) should be 10 pt. typeface. Line spacing should be 1.5 in the main text, 1.0 in footnotes, reference lists, and in captions. Emphasis of words in the main text should be done by using *italics*. Emphasis with bold print or underlining should be avoided.

Component	Format	Line spacing	Alignment
Main Text	12 pt	1.5 lines	block
Emphasised text	12 pt, italics	1.5 lines	block
Headings	12 pt, bold	1.5 lines	block
Footnotes	10 pt	1.0 lines	Left alignment
Captions	10 pt, bold	1.0 lines	block
Formulas	12 pt		Centred
Tables, illustrations	12 pt	1.0 lines	Centred
List of references	12 pt	1,0 lines	guad
Page numbers	12 pt		Flush right

Table 2. Overview of typeface and layout

3.3 Paragraphs and alignment

Before every heading, there should be a space of 12 pt. In order to achieve a more readable text, each main chapters (1, 2, 3, etc.) should begin on a new page. Sub-chapters (1.1, 1.2, 2.1, 2.3, etc.) can follow on the same page.

3.4 Numbering

Headings in the text should be indicated in sequence with Arabic numerals. The introduction to the paper begins with the first heading and the first chapter number: “1 Introduction”. Use of abbreviations is not allowed in headings.

Care should be taken never to have only one sub-heading under a main heading. If you have a sub-heading 1.1, then a sub-heading 1.2 must follow.

The pages of the paper must be numbered. The page numbers are entered right flush at the bottom of the page, below the main text area. Page numbering begins on the title page with an imaginary one, which, however, does not appear on the page. The following pages, up to the list of contents, are numbered with small Roman numerals flush right: ii, iii, iv, etc. Numbering begins on the first contents page with the Arab numeral 1 flush right. All the following pages of the main text and the literature references and appendix are numbered with Arab numerals.

All formulas used in the text will be sequentially numbered with Arab numerals in round brackets flush right, e.g.:

$$x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a} \quad (2)$$

The footnotes used in the text should be numbered sequentially with Arab numerals. Endnotes should not be used.

All tables and illustrations in the paper will be numbered with Arab numerals under the table. Illustrations will be numbered sequentially with Arabic numerals and with a title, and source reference if tanked from other works. An example:

β	β^{365}	V_1	Q_1
0.999999	0.999635	0.998	0.998
0.999	0.694	0.957	0.956
0.990	0.026	0.876	0.868
0.900	1.988×10^{-17}	0.696	0.627
0.500	0	0.536	0.268

Table 3. A sponge – numeral values (Dixit, 2012, 565)

3.5 Tables, illustrations, and technical drawings

Tables and illustrations should be represented on one page and, as far as possible, not spread over two or more pages. Detailed tables and illustrations, unless they are essential for understanding the text, should be presented as attachments. The tables should be in the same format as the paper and not be presented as screen shots. This also applies for illustrations which can be newly reproduced. Non-reproducible graphics on which, for example, the basic data are missing, may be transferred directly. An example:

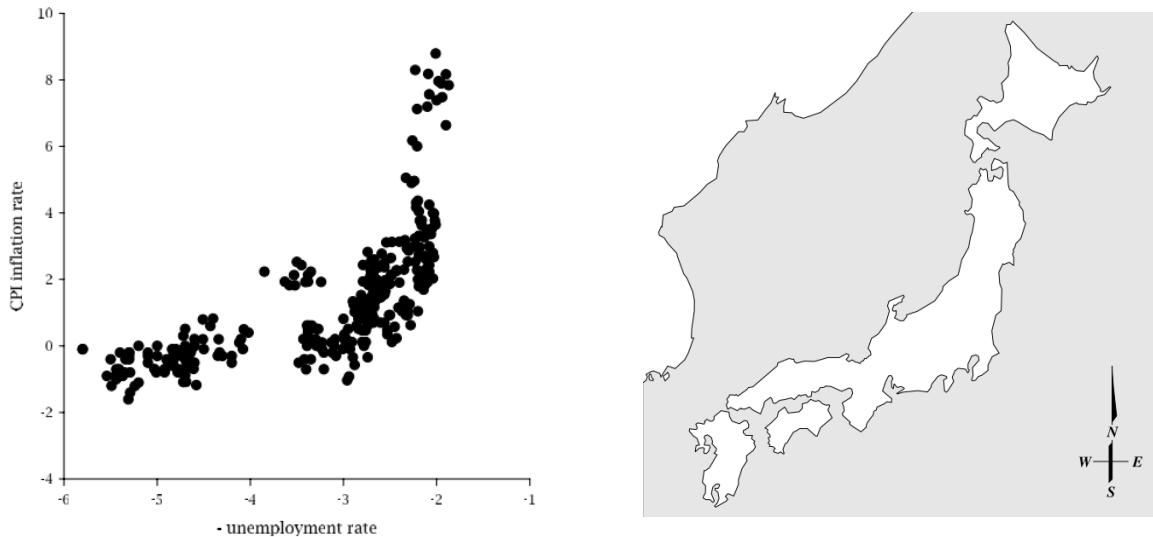


Illustration 1. Japan's rate of inflation and unemployment; map of Japan (Smith, 2008, 1326)

3.6 Title page

The title page must include all requeried information see page 12.

3.7 Lists

The List of Contents, List of Tables, Lists of Illustrations, and List of Symbols (in the order given here) should come before the main part of the text. Lists of Tables, Illustrations and Symbols are only necessary if they are not to be empty. The List of References, in which the sources of all quotations in the paper must be included, is added after the main text and given a main chapter number. Each list of contents is on its own page. The following points should be noted:

3.7.1 Table of contents

The table of contents shows all chapters. The number of the page on which each chapter begins is shown on the right.

3.7.2 List of tables

The List of Tables shows the number and descriptive title of all tables and the numbers of the pages on which they appear. The sources of the tables are not indicated in this list.

3.7.3 List of illustrations

The List of Illustrations indicates the illustrations used with a number, a descriptive title, and the number of the page on which each illustration is shown. The source of the illustration is not given in this list.

3.7.4 List of abbreviations

In general, abbreviations should be avoided wherever possible. Every non-standard abbreviation used in the text must be written out in full in the first instance and included in the List of Abbreviations. In all following instances, only the abbreviation should be used. In the list of abbreviations, all abbreviations used in the text are given with their meanings written out in full. Standard abbreviations, such as e.g., i.e., etc., are not to be included in the list of abbreviations. The list should not indicate where in the text the abbreviations are used.

3.7.5 List of symbols

All symbols used in the text are to be explained in the first instance and listed in the list of symbols. Page numbers with respect to the position in the text where the symbols are used are not displayed in the list of symbols.

3.8 List of references

The list of references contains all the sources quoted in the paper with full bibliographic references. No literature not quoted in the paper should be included in the list of references. The list of references is ordered alphabetically, according to the surname of the first named author. The first names of the authors are abbreviated with the first letter. In the case of several works by the same author, they must be sorted in ascending order by year of publication. Several works by the same author from one year are distinguished by adding a, b, c, ... to the year of publication. Differentiation of categories of literature (e.g. journals, books, conference papers, etc.) should not be made.

Book:

Last name, First initial. (Year published) Title. Edition. (Only include the edition if it is not the first edition) City published: Publisher, Page(s).

(max 3 authors – author, author & author – if more than 3 authors then first author **et.al.**)

- Dahl, R. (2004) Charlie and the chocolate factory. 6th ed. New York: Knopf.
- Schaltegger, S.; Wagner, M. (2006) Managing the Business Case for Sustainability: The Integration of Social, Environmental and Economic Performance. Sheffield: Greenleaf Publishing.

Journal Articles

Last name, First initial. (Year published) Article title. Journal, Volume (Issue), Page(s).

- Dismuke, C.; Egede, L. (2015) The Impact of Cognitive, Social and Physical Limitations on Income in Community Dwelling Adults With Chronic Medical and Mental Disorders. Global Journal of Health Science, 7(5), 183-195.
- Wagner, M. (2011) Acquisition as a means for external technology sourcing: complementary, substitutive or both?. Journal of Engineering and Technology Management, 28, 283-299.

Website

Last name, First initial (Year published) Page title. [online] Website name. Available at: URL [Accessed Day Mo. Year].

- Mms.com, (2015) M&M'S Official Website. [online] Available at: <http://www.mms.com/> [Accessed 20 Apr. 2015].

3.8.1 Appendix

The appendix of an academic paper contains all the components that are not essential for understanding the text.

3.8.2 Additional material

All non-textual parts of the paper must be listed in the chapter “additional materials” and handed in with the paper. Examples of such materials would be audio tape recordings, or material samples.

3.8.3 Declaration

A declaration by the candidate that the paper has been written using only permitted resources must be included as the last chapter in the paper. A draft declaration is included in the appendix to these guidelines.

4 Quotations

If you include in your paper the ideas of other people, either verbatim or in paraphrase, then you must clearly indicate the original source. This is to show that such ideas are not originally your own. Correctly indicated quotations enable the reader to differentiate between your own contributions and your treatment of the ideas of others.

Direct and indirect quotations are possible, whereby indirect quotations are to be preferred. In the case of direct (literal or verbatim) quotations, you must include the original text word-for-word (including all characters and punctuation, even misspellings). A direct quotation can, for example, be useful for the inclusion of definitions, or “when the original expression is formulated particularly succinctly (Sandberg, 2013, 115).

(surname(s), year of publication, page number of the citation).

The source reference can also be included in the sentence:

Last name (year of publication, page number of the citation) describes, ...

Direct quotations should be indicated by speech marks (inverted commas: “...”) and the source should be given with the page number (as in the previous sentence here) directly after the quotation, after the closing inverted commas, even if the sentence in which the quotation is included continues after it. If the original text contained orthographic errors, these can be indicated by [!] or [sic!].

Indirect quotations are by far the more common type in academic papers. These reproduce the contents of the other work in the quoting authors own words. A page indication for the original text is only useful in this case if you are referring to a particular passage in the work quoted. If you are reproducing the contents of the whole work, you do not need to indicate page numbers.

Breaches of the regulations regarding quotations (plagiarism), i.e. when intellectual performances of other people (e.g. texts, presentations, ideas, insights) are included without naming the source, will lead to the academic paper being assessed as failed. Further sanctions will follow in line with the examination regulations for master degree programmes of Kempten University.

5 List of References

- American Psychological Association. (2009) Publication Manual of the American Psychological Association. Washington, DC: American Psychological Association.
- Balzert, H., Schröder, M., & Schäfer, C. (2013) Wissenschaftliches Arbeiten. Dortmund: W3L GmbH.
- Dixit, A. (2012) An Option Value Problem from Seinfeld. *Economic Inquiry*, 50(2), 563-565.
- Sandberg, B. (2013) Wissenschaftlich Arbeiten von Abbildung bis Zitat. München: Oldenbourg Verlag.
- Smith, G. W. (2008) Japan's Phillips Curve Looks Like Japan. *Journal of Money, Credit and Banking*, 40(6), 1325–1326.

6 Appendix

6.1 Appendix Titlepage

It is required to use the titlepage shown in the next page and to include the declaration of originality of your work and consent to publication in appendix of your papers.

[Titel of paper]

Innovation Management

In the master programme Global Business Development at Kempten University of Applied Sciences

Presented by:

[name of author]

[Student ID number of author]

Presented to:

[Name of examining Professors]

[Name of second examiner – if known at deadline]

[place, date]

6.2 Declaration of authorship of an academic paper

I hereby declare that I have written this paper myself and used no other sources or resources than those indicated, have clearly marked verbatim quotations as such, and clearly indicated the source of all paraphrased references.

Neither this paper nor any part of this paper is a part of any other material presented for examination at this or any other institution.

Kempton, [Date]

[signature]

[First Name Surname]

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ORT, DATUM _____

Zustimmung Veröffentlichung IFEM Paper

Guten Tag,

hiermit stimme ich der Veröffentlichung meiner Hausarbeit mit dem Thema:

im Fach „IFEM“ im Studiengang GBD an der Hochschule Kempten aus dem Jahr 2018 zu.

Mit freundlichen Grüßen

[Unterschrift]

[Vorname Nachname]