

## **Institute for Food- and Resource economics**

Rheinische Friedrich-Wilhelms-Universität Bonn

## **Guidelines for writing academic papers**

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## **1 OBJECTIVES AND REQUIREMENTS FOR ACADEMIC PAPERS**

An academic term or thesis paper shall show that the student is capable of working out a topic independently and based on scientific theories. The requirements for academic papers are explained in detail in the following paragraphs.

### **1.1 General remarks**

The student needs to meet the following requirements in her or his work:

- Clear statement of the research objectives in the introduction
- Sticking to the topic of the paper
- Logical order of ideas
- Critical analysis and assessment of the available information
- Summing up the main ideas and conclusions under consideration of the research objectives

The wording must be scientific. Expressions from popular science e.g. pithy statements (journalistic style), the exaggerated usage of foreign words, or emotional statements should be avoided. Self-references (“I”, “we”) or the expression “one” should be used scarcely.

Furthermore, the rules of grammar, spelling, and punctuation need to be followed.

### **1.2 Principle structure**

In the following the main components of an academic paper are presented. Besides an explanation of the general structure, some remarks regarding the content of each chapter are included.

#### **1.2.1 Overview on the structure**

An academic paper consists of the following chapters in the stated order:

- Front page (see front page of this template or proposed front pages in the Appendix, obligatory front page for thesis papers see Appendix I: Front pages).
- Table of contents (see chapter 1.2.2 and see table of contents in this template).
- List of Figures, List of Tables, List of Acronyms
- List of Symbols (if applicable), List of Equations (if applicable)
- Content chapters (Introduction, main body, conclusion/ outlook, see chapters 1.2.3-1.2.5)
- References
- Appendix (see chapter 1.2.6)
- Personal Declaration (see Appendix III: Personal declaration).

The structure of the paper should reflect the objectives and the conclusions of the work. The final result should be clear before the final writing is done.

### 1.2.2 Structure and table of contents

The structure of the paper is reflected in the table of contents. The focus of the paper should be recognizable in the structure. The main chapters do have more subchapters than those in the beginning and in the end of the paper. The logical flow of ideas (“the red thread”) should be transparent in the structure. The chapter headings should not be identical with the title of the paper.

The table of contents shows the structure in the same order as the chapter headings and the respective page numbers. The table of contents should be updated after finishing editing. The front page and the table of contents are not listed in the table of contents.

For the structure of academic papers, a decimal classification is recommended. Chapters at the same level are labelled with 1,2,3,... The first sub-level is indicated with 1.1, 1.2,... or 2.1, 2.2,... and so on. Every following sub-level is indicated by adding another number. Every additional sub-level requires at least two sections, e.g. there should not be 1.1.1 if there is not also 1.1.2 following. In an academic paper the fourth sub-level should not be exceeded (e.g. 3.3.2.1).

Between two headings, also between heading and sub-heading, there must be a paragraph introducing the following section and its content.

### 1.2.3 Introduction

The introduction contains three elements:

1. Problem statement
2. Research objective and aim
3. Approaches used and limitations of the work

As part of the problem statement, a clear research question should be formulated. E.g. what is the problem that shall be analyzed? Why is it interesting and/ or relevant to do this analysis now? The research objective comprises the aims of the research. Finally, the procedure followed in the course of the research should be outlined. Here, the reader gets to know the structure and the rough content of the following chapters and, if appropriate, why the order was chosen that way. Moreover, it is recommended to state the limitations of the work. It can

be explained which aspects of the topic are excluded and why the discussion of these is renounced.

It is recommended to write the introduction in the beginning of the process and to check and revise it again in the very end. In general, no results are presented in the introduction to keep the readers' curiosity. The introduction should be complete but as concise as possible. Tables and figures should not be included here.

#### 1.2.4 Main body

The main body starts on a new page with the heading of the first chapter. For better clarity it is recommended to start each main chapter on a new page.

The chapters of the main body contain the explanations of the respective topic. A term paper should be comprised of five chapters maximum. The main body should show a clear flow of ideas and the content should convince the reader. Good headings indicate the content of the chapters but should not be identical with the title of the paper. Connecting paragraphs between the chapters (e.g. containing interim results) facilitate the reading flow.

#### 1.2.5 Conclusions

The conclusions represent the final chapter of the paper. This can be restricted to a summary of the paper or/ and contain concluding ideas. In the latter case, a critical reflection of the content and the results should be provided. Furthermore, proposals for action or an outlook of the topic can be given. In case of a pure summary, the content and the results of the research are merely summarized. In this case, a critical reflection should already be included in the main body.

#### 1.2.6 Appendix

The appendix follows directly after the references, the page numbers continue. The appendix contains relevant elements which are not necessary for understanding the text. The inclusion of an appendix is appropriate if the reader should receive further information related to the topic. For example, questionnaires which are the basis for the presented research; the derivation of some introduced mathematical equations; or original data that is assessed in the main body could be included in the appendix. The appendixes are labelled with Roman numerals.

## **2 GENERAL FORMATTING STYLES**

In the appendix you find a list of the required **formatting styles** (see **Appendix II: Formatting styles**) as well as templates for the **front page** (see **Appendix I: Front pages**) and the **personal declaration** (see **Appendix III: Personal declaration**). It is recommended to define all formats before starting to write. Further help for writing academic papers can be acquired from handbooks provided by the University Computer Center or the university library.

The mostly needed formats (all those introduced in the following chapters) are included in this document. (**Note:** If you don't find them in your Quick Style Gallery, you can find them using the key: Ctrl+Alt+Shift+S)

### **2.1 Layout**

DIN A4, 2.5cm margin at top and bottom. 2.5cm margin at the left and 2.5cm at the right hand side. Header and footer each 1,25 cm distance from the top or bottom margin, respectively.

### **2.2 Standard paragraph**

Times New Roman 12 pt or Arial 11 pt, English, justification, line spacing 1 ½, space after 6 pt, paragraph control.

### **2.3 Headings**

Headings have decimal numbers starting from 1 (not from 0), even though the first heading introduced the introduction. After the last digit there is no period but a tab stop. Headings of the first level (1,2,3,...) are formatted with the style *Heading 1*, headings at the second level (1.1, 1.2,...) are based on *Heading 2* and so on. There should be no more than four levels of headings.

### **2.4 Page numbers**

All pages are continuously counted. The table of contents, lists of tables, figures and so on are counted with Roman numerals. The text body, the reference list and the appendixes are counted in Arabic numerals starting with “1” from the first page of the text body on. The front page does not contain any page number and is not counted.

## 2.5 Footnotes

Footnotes<sup>1</sup> are labelled with numbers from the beginning till the end of the text and appear on the respective pages. The footnote number is placed at the respective name of the author, the paragraph or after the period if it refers to a full sentence. Footnotes containing further explanations should be used scarcely.

## 3 TABLES, FIGURES, AND EQUATIONS

Flowcharts, tables, and diagrams have the function to illustrate certain content. In general, these should be understandable if they stand alone. Each figure or table must be introduced in the text and explained at least shortly.

### 3.1 Tables

A table is a structured overview on numbers and should include further information that is important for the understanding of the numbers. Every table is introduced with the word “Table”, followed by the number of the table and a colon. The numbering of the tables is continuous through the text in Arabic numerals. For longer papers the number can be combined with the number of the chapter, e.g. Table 3.7. The formatting style *Tableheading* should be used for the heading. This also facilitates the automatic insertion of the List of Tables.

The table heading indicates the content of the table and contains information on the spatial and temporal scale of the data. Units and dimensions (e.g. Mio°€) are included in the heading if they refer to the whole table. If different units and dimensions are used, they should be introduced in the respective rows or columns of the table. The time period the table is referring to should also be included in the heading.

The main body of the table contains the statistical data. The first column and/ or the first row contain information on the content of the cells. **The citation style of the table sources depends upon the supervisor.** The source can be either stated below the table or by footnote referencing (see example below). To avoid an overload of the table, further information can be provided in footnotes or in remarks below the table before indicating the source. Numbers should be right-justified to facilitate the comparison especially between large numbers.

In general, shares and change rates give a good overview about the most important statements if combined with ideally only few original numbers. In contrast, the appendix may contain a

<sup>1</sup> The first word of a footnote is always written in capital letters. The footnote ends with a period.

complete proof of the original data. Statistical data are the more useful the more illustrated and clear they are shown. If detailed information needs to be provided, a table is one of the best means to summarize these.

Example (reference below table):

**Table 1: Export quotas for meat: Germany in a European and global comparison in 2001**

Region	Export quota
Germany	XX %
Europe	XY %
World	YY %

Remark: An export quota of more than 100% is possible if import quantities and export quantities are high at the same time (transit country). In this case, more is exported than produced.

Source: Own calculations based on FAOSTAT-Data.

Example (footnote referencing):

**Table 2: Export quotas for meat: Germany in a European and global comparison in 2001<sup>2</sup>**


Remark: ...

For tables in the appendix the numbering system differs. After the word “Table” and the respective capital letter of the appendix chapter it follows a period, a number, a colon and finally the heading.

Example for a table in the appendix (reference below table):

**Table A.1: Export quotas for meat: Germany in a European and global comparison 2001**


Source: Own calculations based on FAOSTAT-Data.

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<sup>2</sup> Own calculations based on FAOSTAT-Data.

For every table a source must be stated. If the source is stated below the table, it starts with the word “Source” followed by a colon and a tab stop. The formatting style *Source* should be used. If the table content is based on “Own calculations” or “Own illustration” the source from which the original data are taken should be stated (“based on...”). The same rules apply as for the citation style (chapter 0). Every source statement should end with a period.

Just before the statement of the source, a remark can be included. The line begins with “Remark:” followed by a tab stop. The formatting style *Remark* should be used.

The design of the table is up to the author. It is recommended to use sans serifs fonts (e.g. Arial). A suggestion can be found in the formatting style *Table*. A page break within a table should be avoided. Every table needs to be mentioned within the text.

*Tableheading:* Standard + bold, hanging indent 2 cm, align-left, spacing after 3 pt, keep with next, keep lines together

*Source:* Standard + font size 10 pt, hanging indent 1,25 cm, spacing before 0 pt, line spacing 1

*Remark:* Standard + font size 10 pt, hanging indent 1,25 cm, spacing before 0 pt, spacing after 0 pt, line spacing 1

### 3.2 Figures

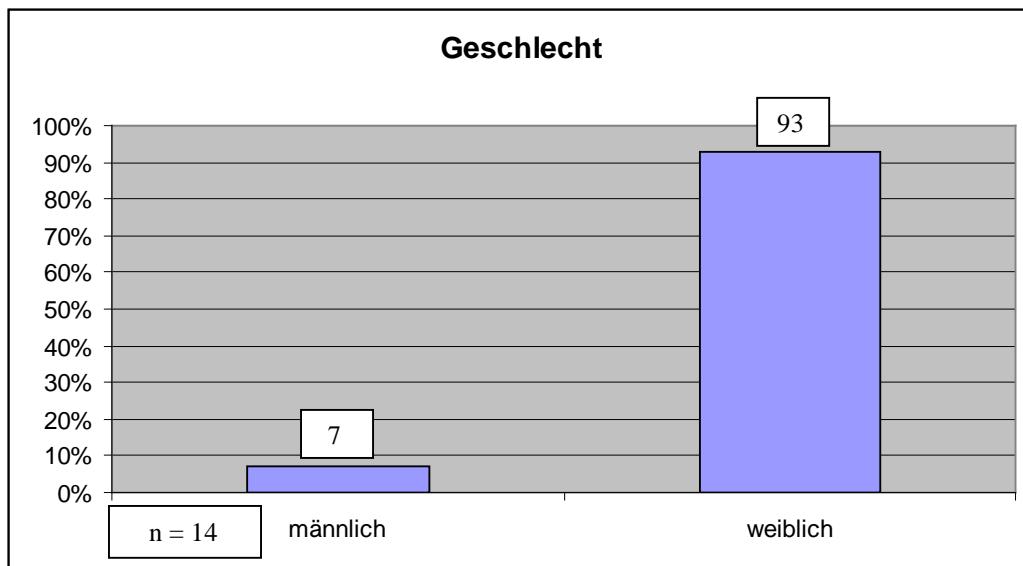
Tables have the advantage to carry a lot of information. However, for illustrative purposes tables are less appropriate. Figures (diagrams, flowcharts, graphs) are more suitable for these objectives. Their advantages are giving clear overviews and supporting better memorability.

The possibilities of using figures are dependent on the content and its features. The heading of the figure is placed below the figure. The heading starts with the word “Figure” followed by its number, a colon and the text of the heading. The formatting style *Figureheading* should be used.

Required information that needs to be added to a figure:

- Headings contain information about content, space, and time
- Units and dimensions need to be included
- Curves and signs need to be explained
- Explanations are placed in footnotes or remarks
- Sources need to be stated

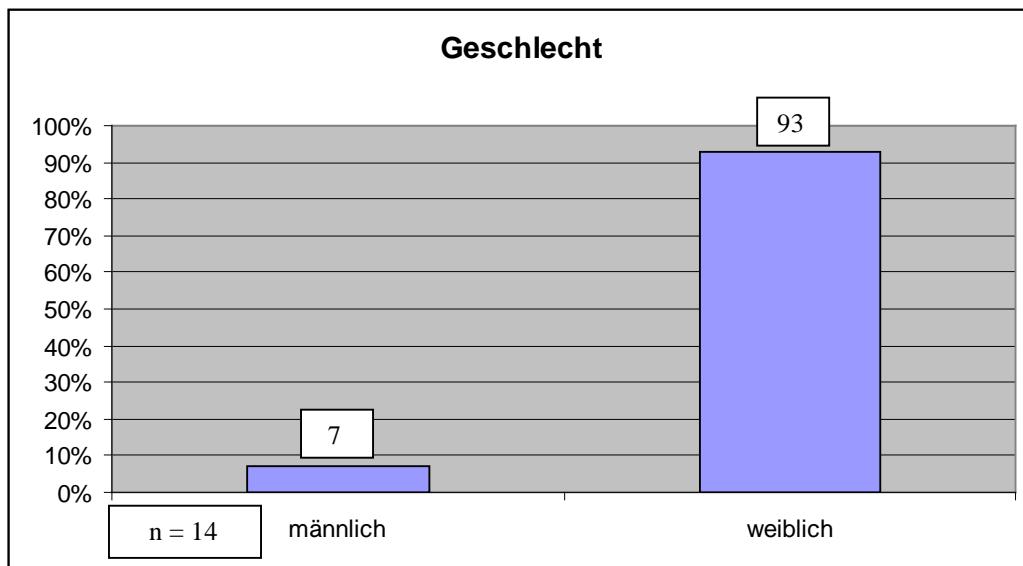
Example (reference below figure):



**Figure 1:** Gender distribution of seminar participants in the Market Theory seminar in summer term 2007

Source: Own survey.

OR Example (footnote referencing):



**Figure 2:** Gender distribution of seminar participants in the Market Theory seminar in summer term 2007<sup>3</sup>

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<sup>3</sup> Own survey.

### 3.3 Equations

For equations the formatting style *Equation* should be applied. The numbering of the equations is up to the author. Every equation needs to be indicated by a number on the right side. For this purpose it may be useful to insert a frameless table as in the example below. The equation is left-aligned.

Example:

$$e = m*c^2 \quad (1)$$

*Equation:* Standard + spacing before 3 pt, spacing after 3 pt.

## 4 CITATION AND REFERENCES

### 4.1 Literature search

The literature search should cover the following sources:

- Scientific journals (e.g. American Journal of Agricultural Economics, European Journal of Agricultural Economics, Euro-Choices, Agricultural Economics etc.)
- Dissertations and other scientific publications
- Reliable (!) internet sources (do not refer to encyclopedias like „Wikipedia“)

It is recommended to do the literature search according to the “snowball system”. It means checking the reference list of other articles for further relevant literature. This however does not replace a wide literature search based on the catalogue of the library, Google Scholar, or further scientific search tools.

### 4.2 Literature evaluation

What to read and how to proceed?

- Select sources which presumably contribute best to the topic.
- First of all, skim further sources. This means to fly over a text looking for specific key words. Usually the table of contents, the abstract and the introduction are helpful and should be checked first.
- Books should be read completely only in rare cases. Working through the most relevant chapters in a focused manner is in most cases preferable.

Typical mistakes:

1. Copying and downloading all found articles. Better collect only the really relevant texts!
2. Reading all articles without any priority setting until one reaches an “information overload”, losing the overview, “losing sight of the wood for the trees”.

Academic literature processing:

- Active reading, i.e. reflecting the text critically and understanding the logic of argumentation of the author.
- Noting page numbers of important paragraphs always immediately.
- Processing the literature into an own frame.
- Separating important from unimportant information.
- Putting the information together to a consistent ensemble.
- Developing an own interpretation scheme.

### 4.3 Citation style

Ideas and statements from other authors **must** be indicated with a reference. This is the case for literal quotations (text must be put in quotation marks) as well as for indirect ones and the citation of figures and tables (compare/ c.f. [Name of the author Year]). In the text, quotations are denoted by stating:

- Name(s) of the author(s)
- Publication year
- If required: Page on which the quoted text is found. (See Table 3:)
- The in-text references refer to the alphabetically ordered reference list in the end of the paper (via parenthetical<sup>4</sup> or footnote referencing, **be aware of the varying requirements of the different chairs! See Table 3: for further information**). Advantage: The complete references must be stated only once in the end of the paper (see References).

If references are missing, e.g. for documents from the internet, this is counted as plagiarism and leads to the grade 5,0 which means failing the term or thesis paper (already if only 6-7 words are copied).

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<sup>4</sup> This citation style is also referred to as “Harvard” or “American” citation style.

**Table 3:** Citation requirements by different chairs

<b>Required Chair</b>	<b>Citation style</b>	<b>Indication of page numbers</b>	<b>Indication of Table/ Figure source</b>
<b>Production Economics</b>	Parenthetical	Always for literal and indirect quotes	Below Table/ Figure
<b>Technology and Innovation Management in Agribusiness</b>	Footnotes	Always for literal and indirect quotes	Footnotes
<b>Resource and Environmental Economics</b>	Parenthetical	Always for literal quotes; for indirect quotes if helpful for location	Below Table/ Figure
<b>Economic and Agricultural Policy</b>	Parenthetical	Always for literal quotes; for indirect quotes if helpful for location	Below Table/ Figure
<b>Agricultural and Food Market Research</b>	Parenthetical	Always for literal and indirect quotes	Below Table/ Figure
<b>Economic Modeling of Agricultural Systems Group</b>	Parenthetical	Always for literal quotes; for indirect quotes if helpful for location	Below Table/ Figure
<b>Economics of Sustainable Land Use and Bioeconomy</b>	Parenthetical	Always for literal quotes; for indirect quotes if helpful for location	Below Table/ Figure

Remark: Please contact your supervisor for clarification about the required citation style.

Example for the **footnote** citation style:

- **Literal quotation:** „Die Schweineproduktion in Deutschland hat in den letzten fünf Jahren um 10 % zugenommen.“<sup>5</sup>
- **Indirect quotation:** This led to a higher pig production.<sup>6</sup>

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<sup>5</sup> Meyer (1996), p. 77.

<sup>6</sup> Cf. Meyer (1996), p. 77.

Example for the **parenthetical** citation style:

- **Literal quotation:** „Die Schweineproduktion in Deutschland hat in den letzten fünf Jahren um 10 % zugenommen“ (Meyer 1996, p. 77).
- **Indirect quotation:** This led to a higher pig production (Meyer 1996, p. 77).

**Table 4: Reference examples**

(MÜLLER 1996)	General reference
(MÜLLER 1996, p. 23)	Reference referring to one page
(MÜLLER 1996, p. 23f.)	Reference referring to two pages
(MÜLLER 1996, p. 23ff.)	Reference referring to more than two pages
(MÜLLER 1996a)	Reference, if two or more cited books or papers of one author are published in one year (a, b, c,...)
(MÜLLER 1989, 1993)	Reference, if more than one publication of the same author is referred to
(MÜLLER, E. 1996)	Reference, if two authors have the same surname
(MÜLLER und MEIER 1996)	Reference, if the publication has two authors
(MÜLLER et al. 1996)	Reference, if the publication has three or more authors
(N.A. 1996)	Reference, if the author is unknown
(MÜLLER n.d.)	Reference, if the publishing date is unknown
(MÜLLER 1990; MEIER 1996)	If there are several references, these are separated by a semicolon. The order should be consistently applied- either alphabetically or chronologically.

The name of the author should be written in small caps (see Word: Home – Font – small caps). This also holds if the author is an institute or an organization. It is also allowed to use acronyms of institutes and organizations.

For academic papers based on the **footnote** citation style, place the footnote at the end of the sentence or the lines you want to refer to.

Examples:

According to MÜLLER<sup>7</sup> the overall economic boundary conditions are of great importance.

GESELLSCHAFT FÜR KONSUMFORSCHUNG ....<sup>8</sup>

GFK....<sup>9</sup>

For academic papers based on the **parenthetical** referencing system, the publishing year and the page number are placed in brackets following the author's name.

Examples:

According to MÜLLER (1996, p. 101) the overall economic boundary conditions are of great importance.

GESELLSCHAFT FÜR KONSUMFORSCHUNG (2004, p. 23).

GFK (2004, p.23)

**Long literal quotations** can be formatted using the formatting style *Citations*. Nevertheless, literal quotations should be used scarcely and only if they really make sense e.g. for definitions.

*Citations*: Standard + Font size: 10pt

Example for academic papers based on the **footnote** citation style:

BEREKOVEN et al. state the following about external validity:

„Ein Testverfahren ist als extern valide zu bezeichnen, wenn seine Ergebnisse generalisierbar sind, d.h. von der betrachteten Stichprobe auf die jeweils zugrunde liegende Gesamtheit übertragen werden können. Im Vordergrund steht dabei insbesondere die Repräsentanz sowohl der Untersuchungssituation als auch der in der Testmaßnahme einbezogene Probanden. Wahrscheinlich verhalten sich z.B. Testpersonen während ihres Einkaufs in einem Versuchslabor rationaler als bei ihrem täglichen Einkauf.“<sup>10</sup>

From this, internal validity should be differentiated...

<sup>7</sup> C.f. Müller (1996), p. 101.

<sup>8</sup> C.f. Gesellschaft für Konsumforschung (2004), p. 23.

<sup>9</sup> C.f. GFK (2004), p. 23.

<sup>10</sup> Berekoven (2001), p. 88.

Example for academic papers based on the **parenthetical** citation style:

BEREKOVEN et al. (2001, p. 88) state the following about external validity:

„Ein Testverfahren ist als extern valide zu bezeichnen, wenn seine Ergebnisse generalisierbar sind, d.h. von der betrachteten Stichprobe auf die jeweils zugrunde liegende Gesamtheit übertragen werden können. Im Vordergrund steht dabei insbesondere die Repräsentanz sowohl der Untersuchungssituation als auch der in der Testmaßnahme einbezogene Probanden. Wahrscheinlich verhalten sich z.B. Testpersonen während ihres Einkaufs in einem Versuchslabor rationaler als bei ihrem täglichen Einkauf.“

From this, internal validity should be differentiated...

Keep in mind the following rules regarding **literal quotations**:

- The cited text needs to be put in quotation marks
- The cited text cannot be changed, even if the writing style is outdated or the punctuation is wrong, except for:
  - o Evident printing mistakes.
  - o Footnotes which can be left out.
  - o Leaving out some words within the original text. This however needs to be marked by replacing them with periods (“.:” if one word is left out, “...” if several words are left out).
- Remarks or explanations to a quote need to be put in parentheses.
- Quotations within a quotation are shown by simple quotation marks (‘...’).

The following should be considered when using **internet sources**:

Choose only scientifically appropriate internet sources!

As the origin of internet sources is not always transparent, be careful selecting these. Online sources from established institutions or publishers are likely as reliable as the printed copies. Since documents may be not permanently available online, the date of last access must be stated in the reference (accessed...).

### **Secondary literature**

Secondary quotations are those quotations that are not taken from the original source, but from a secondary source. For example, one would cite a publication from author A based on the quote in a publication from author B. In general, this is **not** allowed. A scientifically sound quote should be taken from the original source. Only in exceptional cases, a secondary quotation is allowed! Nevertheless, there is always the risk to miss the original context of a quote. Therefore, secondary quotations are only allowed if the original source cannot be obtained under acceptable afford. In the reference list, both authors must be stated.

Example:

MÜLLER 1977, p. 81 c.f. KRÜSSELBERG et al. 1986, p. 44

### **Analogous quotations**

In analogous quotations the statement of an author is reproduced in own words. The name of the author is cited before the period (MEIER et al. 2010, S. 3) or in the footnote placed at the respective location in the text.

#### **4.4 Reference list**

Citing the literature used is a question of honesty, because the reference shows who has provided the intellectual achievement that is referred to. Furthermore, references help the reader to find the relevant literature about the topic at hand.

The reference list gives an overview about all sources used and referred to in the text. Only include those sources that are actually referred to in the text.

The sources are listed in alphabetical order based on the author's surnames (if a publication is written by several authors, the name of the first author is of relevance). Several publications of one author in one year shall be distinguished by small letters following the year of publication. The most recent publications of the same author should be listed first.

- The heading of the reference list (REFERENCES) does not start with a chapter number. It follows the formatting style *Heading 1* (see

References). The single references are based on the formatting style *Literature*:

*Literature*: Standard + font size: 11pt, hanging indent: 0.5 cm.

All authors of a publication need to be listed. The first name is indicated by the initial letters. If there are several publications of the same author, always write the full name (do not use “—“). Put a period in the end of a reference. It is up to the author of the academic paper, whether he or she wants to translate titles from other languages. The translated titles are shown in square brackets.

A reference of a **monograph** must contain the following elements:

Author's surname, initials of the first name (year): Title, edition, publishing place: publisher.

Only state the edition, if it can be detected without any difficulties.

Example:

KROEBER-RIEL, W.; WEINBERG, P. (2003): Konsumentenverhalten, 8<sup>th</sup> edition, München: Vahlen.

BECKER, J. (2002a): Das Marketingkonzept, 2<sup>nd</sup> edition, München: Dt. Taschenbuchverlag.

BECKER, J. (2002b): Grundlagen der Marktforschung, 2<sup>nd</sup> edition, München: Dt. Taschenbuchverlag.

A reference of a **journal** must contain the following elements:

Author's surname, initials of the first name (year): Title, *Journal*, Volume number(Issue number), pp..

Please do not abbreviate the name of the journal. Write it in italic. Furthermore, refer to the referencing style of monographs for referencing discussion papers.

Example:

HAGENMEYER, M. (2003): Wege aus dem Abgrenzungsdilemma - Praktische Konsequenzen aus der Rechtsprechung, *Deutsche Lebensmittel-Rundschau*, 99(1): pp. 19-29.

A reference of a **collection of essays** must contain the following elements:

Author's surname, initials of the first name (year): Title, in: Editor's surname, initials of the first name (ed. or plural: eds.): Title, place of publishing: publisher, pp..

Example:

GARDNER, S. (1995): Lost in Supermarket: Consumer Confusion and Marketing Mania, in: SHAPIRO, R. (ed.): Nutrition Labeling Handbook, New York: CRC Press, pp. 373-387.

A reference of a **discussion paper** must contain the following elements:

Author's surname, initials of the first name (year): Title, *Title of the series plus number (No.)*, Place of publication.

Please write the title of the series in italic. Furthermore, refer to the referencing style of monographs for referencing discussion papers.

Example:

ANDERSON, K. (2004): Trade Standards and the Political Economy of Genetically Modified Food, *CEPR's Discussion Papers No. 4526*, London.

A reference of a **not published written essay** must contain the expression “(mimeo)” in the end of the reference. If the publication is **planned** later on please state the expression “(forthcoming)” in the end of the reference.

Furthermore, refer to the referencing style of monographs for referencing discussion papers.

BEYER, H.: Kosten-Nutzen-analytische Beurteilung der Auswirkungen der GAP-Reform 2003 auf den EU-Getreidesektor (mimeo).

BÖCKER, A.; HERRMANN, R. (2004): Food quality, imperfect information and the role of markets and the state, *Agrarwirtschaft*, Vol. 53 (forthcoming).

A reference of **statistics** must contain the following elements:

Institution (year): Title of the scientific series, Place of publication.

Example:

ZMP (2003): Ökomarkt Jahrbuch 2003: Verkaufspreise im ökologischen Landbau, Bonn.

A reference of **academic papers** must contain the type of paper (master thesis, dissertation, etc.) following the title and the name of the university.

Example:

DIENEL, W. (2001): Organisationsprobleme im Ökomarketing -eine transaktionskosten-theoretische Analyse im Absatzkanal konventioneller Lebensmittelhandel, HU Berlin, Diss., Berlin.

**Other sources** are in particular

- Verbal, written, and telephone call notes.
- Laws, executive orders, statutes etc..
- Advertising and information-material (companies, organizations etc.) if these cannot be assigned to a certain author.
- Internet and online sources.

A reference of **internet and online sources** must contain the following elements:

Please follow the rules stated so far for citing books, essays or statistics. Moreover, please state the exact URL and the date of last access.

Example:

N.A.: "Die Zahlen und Fakten." [http://naturaplan.coop.ch/de/downloads/naturaplan/zahlen\\_fakten.pdf](http://naturaplan.coop.ch/de/downloads/naturaplan/zahlen_fakten.pdf), accessed 03.12.2003.

Please also note: If the author is unknown, please indicate this with "N.A.". Write "n.p." if it is not possible to declare a place of publication, "n.d." for an unavailable year and "n.p.n.d." if both could not be found.

#### **4.5 Usage of reference management software**

In general, the usage of reference management software is allowed and recommended to ensure consistency in the referencing. Different software is available free of charge (for students of the University of Bonn).

The software "Citavi" allows managing and organizing literature and references. On the website of the University's Computer Center it is explained how students of the University of Bonn can get a free user license (<https://www.hrz.uni-bonn.de/de/services/software-hardware/pc-anwendungen/literaturverwaltung/citavi>).

The software "Zotero" is generally free of charge up to a capacity of 300 MB. With this software it is possible to create group libraries which can be helpful for organizing group work and collaborative term papers. However, adjusting the required citation style can be tricky. It needs to be modified manually based on a similar citation style (<https://www.zotero.org/styles>). Alternatively the demanded citation style can be programmed online (e.g. <http://editor.citationstyles.org/visualEditor/>).

Please note: Using reference management software does not guarantee faultless references and reference lists. The references and the reference list need to be checked for consistency and accuracy.

### **5 SUPERVISION, SUBMISSION REQUIREMENTS AND EVALUATION**

The following section provides information on the scope of supervision, submission requirements and evaluation criteria.

#### **5.1 Supervision**

Every student is supervised by a staff member of the chair. The supervision comprises

- A discussion about the outline (including a first version of the introduction)
- Support in case of special difficulties with the literature search

Please note that it is the student's responsibility to get in contact with the respective supervisor.

## 5.2 Submission requirements

Term papers must be submitted as printed version (in a folder) AND as electronic version (via email), unless diverging requirements are announced in class. In consultation with the supervisor, all used literature and references should be stored/ organized in Citavi. If so, the Citavi database has to be submitted (electronically) together with the final version of the term.

Bachelor and master theses must be submitted in triplicate, personally and signed – as well as one electronic version (PDF file via E-mail) at the examination office. At the day of submission also a **PDF file of the thesis must be sent via email** to the examination office. Further information regarding thesis papers can be found on the website of the examination office und are handed over during the registration of the thesis.

## 5.3 Evaluation

The evaluation of the written academic papers is based on the following criteria:

- Fulfillment of the content requirements,
- Own performance e.g. autonomous outline,
- Correct application of the knowledge conveyed in the lectures,
- Quality (topicality and relevance) and digestion of the literature,
- Appropriate assessment of the topic,
- Correct conclusions without contradictions,
- Complete referencing,
- Critical reflection of the literature,
- Consistency, no repetitions or contradictions, logical statements, transparent flow of ideas,
- Compliance with formal requirements, consistent and correct quoting,
- Fluent style of writing and appropriate wording.

## REFERENCES (EXAMPLE)

- ANDERSON, K. (2004): Trade Standards and the Political Economy of Genetically Modified Food, *CEPR's Discussion Papers No. 4526*, London.
- BEYER, H.: Kosten-Nutzen-analytische Beurteilung der Auswirkungen der GAP-Reform 2003 auf den EU-Getreidesektor (mimeo).
- BEREKOVEN, L., ECKERT, W., ELLENRIEDER, P. (2001): Marktforschung: methodische Grundlagen und praktische Anwendung, 9<sup>th</sup> edition, Wiesbaden: Gabler.
- BECKER, J. (2002a): Das Marketingkonzept, 2<sup>nd</sup> edition, München: Dt. Taschenbuchverlag.
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- BÖCKER, A.; HERRMANN, R. (2004): Food quality, imperfect information and the role of markets and the state, *Agrarwirtschaft*, Vol. 53 (forthcoming).
- DIENEL, W. (2001): Organisationsprobleme im Ökomarketing -eine transaktionskostentheoretische Analyse im Absatzkanal konventioneller Lebensmittelhandel, HU Berlin, Diss., Berlin.
- GARDNER, S. (1995): Lost in Supermarket: Consumer Confusion and Marketing Mania, in: SHAPIRO, R. (ed.): *Nutrition Labeling Handbook*, New York: CRC Press, pp. 373-387.
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- NICOL, N., ALBRECHT, R. (2011): Wissenschaftliche Arbeiten schreiben mit Word 2010, 7<sup>th</sup> edition, München: Pearson.
- N.A.: "Die Zahlen und Fakten." [http://naturaplan.coop.ch/de/downloads/naturaplan/zahlen\\_fakten.pdf](http://naturaplan.coop.ch/de/downloads/naturaplan/zahlen_fakten.pdf), accessed 03.12.2003.
- ZMP (2003): Ökomarkt Jahrbuch 2003: Verkaufspreise im ökologischen Landbau, Bonn.

**APPENDIX I: FRONT PAGES****T E R M P A P E R**

for scientific working in the field of Agricultural and Food Economics (example)

in (semester)

at the

University of Bonn

Faculty of Agriculture, Institute for Food and Resource Economics

Chair of ...

Submitted on the: .....

By: .....

Matriculation number: .....

Supervisor: .....

RHEINISCHE FRIEDRICH-WILHELMS-UNIVERSITÄT BONN

Faculty of Agriculture

**BACHELORTHESES / MASTERTHESES**

as part of the Bachelor program / Master program

---

**[Study field]**

submitted in partial fulfilment of the requirements for the degree of

**,,Bachelor of Science“ / „Master of Science“**

**[Title of the thesis]**

*[ – Subtitle of the thesis (if available) – ]*

submitted by:

[Student name]

[Matriculation number]

submitted on: [date of submission]

first examiner: [Name]

second examiner: [Name]

## **APPENDIX II: FORMATTING STYLES**

Standard paragraph:      Font: Times New Roman, 12 pt or Arial 11pt, English, justification (syllable division is recommended), line spacing 1 ½, space after 6 pt, paragraph control.

**Figureheading (Format):**      Standard + bold, hanging indent 2 cm, align-left, spacing after 3 pt, keep with next, keep lines together.

Remark:      Standard + font size 10 pt, hanging indent 1,25 cm, spacing before 0 pt, spacing after 0 pt, line spacing 1.

Equation:      Standard + spacing before 3 pt, spacing after 3 pt.

Literature:      Standard + font size: 11pt, hanging indent: 0.5 cm.

Source:      Standard + font size 10 pt, hanging indent 1,25 cm, spacing before 0 pt, line spacing 1.

**Tableheading (Format):**      Standard + bold, hanging indent 2 cm, align-left, spacing after 3 pt, keep with next, keep lines together.

**6 HEADING 1 (FORMAT):**      Style for the following paragraph: standard + bold, small caps, hanging indent: 0.5 cm, spacing before 12 pt, keep with next.

**6.1 Heading 2 (Format):**      Style for the following paragraph: Standard, Heading 1 + no small caps, hanging indent: 0.75 cm, spacing before 9 pt.

**6.1.1 Heading 3 (Format):**      Style for the following paragraph: standard, Heading 2 + hanging indent: 1.25 cm, spacing before 6 pt.

**6.1.1.1 Heading (Format):**      4      Style for the following paragraph: standard, Heading 2 + hanging indent: 1.5 cm, spacing before 0 pt.

Citation:      Standard + Font size: 10 pt.

**Table**      Normal Table + Font: Arial, 11 Pt., keep with next, keep lines together.

Note: all formatting styles can be found using the short cut Ctrl+Shift+Alt+S.

**APPENDIX III: PERSONAL DECLARATION**

## Personal Declaration

I hereby affirm that I have prepared the present [paper/ thesis] self-dependently, and without the use of any other tools, than the ones indicated. All parts of the text, having been taken over verbatim or analogously from published or not published scripts, are indicated as such. The [paper/ thesis] hasn't yet been submitted in the same or similar form, or in extracts within the context of another examination.

[Place], [Date of submission]

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Student's signature