

Master's Thesis

Title of Master's Thesis:	
Author(s) (last name, first name):	
Student ID number:	
Degree program:	
Supervisor (first name, last name):	

I hereby declare that:

1. I have written this master's thesis myself, independently and without the aid of unfair or unauthorized resources. Whenever content has been taken directly or indirectly from other sources, this has been indicated and the source referenced. I am familiar with the regulations specified in the Directive on Plagiarism and Other Types of Academic Fraud in Academic Theses.
2. This master's thesis has not been previously presented as an examination paper in this or any other form in Austria or abroad*.
3. This master's thesis is identical with the thesis assessed by the examiner.
4. (only applicable if the thesis was written by more than one author): this master's thesis was written together with _____

The individual contributions of each writer as well as the co-written passages have been indicated.

Date

Signature

*This does not apply to master's theses written as part of WU cooperation programs (joint or double degrees)

This page is for acknowledgements.

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List of tables

1 Abstract

The abstract must not exceed 300 words in total. It should provide information on the purpose of the study by highlighting the underlying academic context and the motivational background of your research. You should clearly state the research objective(s) of your work, the research design, the utilized methods and empirical approaches. Report about the empirical findings of your research. Summarize key results and findings in a concise manner. What contribution do you make with your research – what new insights or knowledge does your study offer? Address the managerial value and implications you derive from your research. Also, specify who should be interested in your results and why.

2 Keywords

-
-
-

3 Introduction

This template was created to ensure a consistent appearance across all Master's Thesis submissions. It contains specially formatted styles (e.g. Normal, Heading, References, or Title) that are designed to reduce the work in formatting your final submission. You can format your paper exactly like this document. However, other templates (f.e. provided by Master's Thesis supervisors) are acceptable as well, as long as they ensure consistency and quality in formatting.

3.1 Originality

All papers are assumed to be original. The completed thesis needs to be uploaded on Moodle to be run through an anti-plagiarism and artificial intelligence tool to identify potential copyright violations.

3.2 Language, style, and content

With regard to spelling and punctuation, you may use any dialect of English (e.g., British, Canadian, US, etc.) provided this is done consistently. To ensure suitability for any reader, please pay attention to the following:

- Write in a straightforward style.
- Try to avoid long or complex sentence structures.
- Briefly define or explain all technical terms that may be unfamiliar to readers.
- Explain all acronyms the first time they are used in your text – e.g., “Text-to-Speech (TTS)”.
- Explain local references (e.g., not everyone knows all city names in a particular country).
- Be careful with the use of gender-specific pronouns (he, she) and other gendered words (chairman, manpower, man-months). Use inclusive language that is gender-neutral (e.g., she or he, they, s/he, chair, staff, staff-hours, person-years)

3.3 Outline of your thesis

The exact outline can vary depending upon the type of thesis you are writing. In most cases, it will include an introduction, a method section (research design and analysis), a results section and a discussion section.

4 Formatting your thesis

- Scope: The thesis should be **45 pages, +/- 10% (5 pages)**. The page limit does not include your bibliography (reference list) or appendix. Exceeding the page limit may result in your thesis being returned without review, so please be mindful of sticking within the page limit.
- Spacing: Maintain 1.5 spacing for running text. Footnotes, bibliography and block quotations should be single-spaced.
- Font and font sizes: Use a highly legible typeface throughout the thesis. Acceptable fonts include Arial (11pt), Times New Roman (12pt), Calibri (12pt), and Verdana (12pt).
- Margins: Set standard margins in Word. Use “normal” settings with top, bottom, left, and right margins all set to 2.5cm.
- Citation style: Choose the citation style that best fits your needs, but consult with your supervisor for guidance. Options include APA (American Psychological Association), Chicago and Harvard style. Referencing guides can be found below and in the section “Research and Citation” of the Master’s Thesis info page.

5 First-order headings

For example, “1. Introduction”, should be in Times New Roman 18-point bold, initial capitalization, flush left, with no blank lines before or after.

5.1 Second-order headings

As with this heading, these should be Times New Roman 15-point, initial capitalization, flush left, without blank lines.

5.1.1 Third-order headings

As in this heading, they should be Times New Roman 14-point, initial capitalization, flush left, without blank lines.

6 Citing references

6.1 A book

In order to include a book in your bibliography, you should gather the following details:

- Book title
- Author's name
- Place of publication
- Publisher's name
- Publication year

Here is a sample citation for a book in the Chicago style:

Page, Stephen J, *Tourism management*. 6th ed. London/New York: Routledge, 2019.

6.2 A part of a book

If you're referencing a particular part of a book, such as a chapter or a contribution within an anthology, you'll need to provide additional information:

- Title of the specific chapter or contribution
- Author of that particular chapter
- Editor of the book
- Title of the book
- Place of publication
- Publisher's name
- Publication year
- Page numbers of the chapter

Here's an example of a citation in the Chicago citation style to demonstrate how to cite a chapter from a book:

Pedersen, E.R. Gjerdrum & Bjartmarz, T. "CSR Standards and Social Accounting." In *Corporate Social Responsibility*. Edited by E.R. Gjerdrum Pedersen, 103-123. London: Sage, 2015.

6.3 A journal article

When referencing a journal article, you need to include specific details such as:

- the title of the article,
- the author's name,
- the name of the journal where it was published,
- the volume number (including the issue if applicable),
- the page numbers,
- and the publication date.

For instance, in the Chicago citation style, an example of a journal article citation looks like this:

Alvesson, Mats, and Jörgen Sandberg. "Generating Research Questions Through Problematization." *Academy of Management Review*, vol. 36, 2 (2011): 247-271.

6.4 A website

When citing web pages, it's important to include specific information like

- the title of the website,
- the author or organization responsible for the content,
- the publication year,
- the date you accessed the page,
- and either the web address (URL) or DOI to help readers locate it.

Prefer the DOI over the URL if both are available. Also, don't forget to mention the date you accessed or downloaded the source when using a URL.

For instance, in the Chicago citation style, a citation for a web page might look like this:

The World Bank Group.

"Results and Performance of the World Bank Group 2022." accessed on 10/09/2023.

URL: https://www.bmwk.de/Redaktion/DE/Publikationen/Wirtschaft/bericht-der-kommission-wettbewerbsrecht-4-0.pdf?__blob=publicationFile&v=14.

6.5 AI-generated content

- Consult your supervisor before employing AI tools in your research. It is crucial to clarify if and how you can utilize them and the proper way to cite AI-generated content in your paper.
- Transparency is key when integrating AI into your studies. Clearly indicate which sections relied on AI tools and how they were used.
- Use a combination of these methods to make the AI-generated content in your work transparent:
 - o Describe which specific AI tools and AI generated content you used and their purpose (literature review, methodology section etc.).
 - o List the AI tools used in a directory at the end of your Master's Thesis (f.e. catalog of tools).

Suggestions for AI-generated content can be found via the following links:

USING

AI:

<https://library.wu.ac.at/bib/fit4research/index.php/en/fit4research-english/wu-catalog-google-scholar-and-more/ai-tools/>

CITING

AI:

<https://library.wu.ac.at/bib/fit4research/index.php/en/fit4research-english/cite-and-organize-your-literature/citing-correctly/citing-ai/>

6.6 Tables and figures

If you have included figures like graphs, charts, or diagrams from external sources, treat them like any other material in your paper by referencing them properly. Each figure should be accompanied by a caption labeled as “Figure”, followed by a sequential number and a title. When mentioning these figures in your text, refer to them by their respective figure numbers. Additionally, provide a complete citation in the reference list for the source of each image.

Examples of referring to a figure in-text and in the reference list can be found here:

<https://libguides.reading.ac.uk/citing-references/citationexamples#s-lg-box-15541039>

In your work, ensure that tables are numbered sequentially and accompanied by title positioned above the table, following the format shown in the Harvard referencing style example. When discussing the table within your text, refer to it by its respective table number. Additionally, include a citation at the end of the table and provide a complete reference entry in your reference list for the source of the table.

7 References

All citations in the text must be included in the reference list, and vice versa. References should be listed alphabetically with the last name first and must be complete, including volume, number, month, publisher, city and state, editors, surnames and initials of all authors, page numbers, etc., as appropriate. For citations with up to three authors, list all author names; for four or more authors, use the first author's name followed by "et al." (no italics).

8 Appendix

Possible content:

- Interview transcripts
- SPSS-Output-files
- Questionnaires
- Catalog of tools (f.e. for AI-generated content)