

GUIDELINES FOR ACADEMIC WRITING



Institute for Environmental Management
in Companies and Regions

Table of Contents

1. Why citing is important	3
2. Structure of academic papers	4
2.1. Overview	4
2.2. Cover Page	4
2.3. Affidavit/sworn declaration	6
2.4. Acknowledgements	6
2.5. Table of contents, table of figures, list of tables	6
2.6. Text	7
2.6.1. Layout	7
2.6.2. Contents and structure of the text	8
2.6.3. Main Text – Rules for citing.....	8
2.7. References/Bibliography	10
2.8. Appendix	12
3. Further Readings	12

GUIDELINES FOR ACADEMIC WRITING

This guideline provides principle information about proper citing and the structure of academic papers (seminar papers, bachelor theses, master or diploma theses).

1. Why citing is important

Proper citing is a standard practice for scientists and students who are engaged in academic writing. Every idea and work of other persons and authors has to be marked by citation. It is a way of **giving credit and acknowledging the work of others**. For students, it is crucial to differentiate between the work of other authors and own ideas.

Citing supports transparency and helps the reader to find your research sources. Therefore, the author has to provide sufficient detail about the used sources in order to allow the reader find the respective books or articles.

Moreover, **citing serves as an evidence for your arguments and adds credibility to your academic work** by showing that you have considered and sought out a variety of sources and viewpoints on a given topic.

Citing helps avoiding plagiarism and is therefore crucial for a high quality of academic papers. Plagiarism includes using another person's work, ideas, opinions or words and presenting them as one's own work without giving the original author(s) credit.

Please bear in mind the following rules:

- **Avoid plagiarism** – do not copy and paste and mark every other person's idea, work, opinion or words by proper citing!
- The citation style (1) should be <f throughout your academic paper and (2) **include all necessary information** to allow the reader to easily identify and find your sources (minimum standard: last name of the authors, publication year, page numbers).

2. Structure of academic papers

2.1. Overview

1. Cover page
2. Affidavit/sworn declaration and the author's signature (*not for seminar papers!*)
3. Acknowledgements (*if applicable*)
4. Table of contents, including page numbers
5. Table of figures, including page numbers (*if applicable*)
6. List of tables, including page numbers (*if applicable*)
7. List of abbreviations
8. Text, consisting of:
 - Introduction
 - Main text
 - Summary and conclusion
9. References/Bibliography
10. Appendix (*if applicable*)

2.2. Cover Page

Compulsory elements of the cover page for bachelor theses, master theses or diploma theses:

Johannes Kepler University Linz

Title of the paper or thesis

Bachelor's/Master's/Diploma Thesis

to confer the academic degree of

Name of the **Academic Degree**

in the Bachelor's/Master's/Diploma Program

Name of the **Bachelor's/Master's/Diploma Program**

Author: Student's name

Student Number and **enrolment number**

Submission: Institute for Environmental Management in Companies and Regions

Thesis Supervisor: Professor's/Research Associate's name

Assistant Thesis Supervisor: Assistant's Name

Place, Month and year (of submission)

Example

**THE ROLE OF ENVIRONMENTAL
MANAGEMENT
FOR ACHIEVING SUSTAINABILITY
IN THE AUTOMOTIVE SECTOR –
A QUALITATIVE APPROACH**



Master's Thesis
to confer the academic degree of
Master of Science
in the Master's Program
General Management

Author
Max Muehlmann
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Submission
Institute for Environmental
Management in Companies
and Regions

Thesis Supervisor
s.Univ.-Prof. Dr. Heinz Karl
Frammer

Assistant Thesis Supervisor
Mag.^a Dr.^a Daniela Schraak

February 2016

Compulsory elements of the cover page for seminar papers:

Johannes Kepler University Linz
Institute for Environmental Management in Companies and Regions
Name of the seminar and seminar number (e.g. Master Seminar Sustainability: Environmental Controlling & Quality Management; 234.124)
Semester (e.g. Winter term 2014/2015)
Name(s) of the seminar lecturer(s) (e.g. Dr. Daniela Schrack)

Title of the seminar paper

Authors: Students' **names**, including **student number** and **enrolment number** (e.g. Max Mustermann, 1234567, 973)

Submission date of the paper, date of the presentation

2.3. Affidavit/sworn declaration

"I hereby declare under oath that the submitted Master's/Diploma) degree thesis has been written solely by me without any third-party assistance, information other than provided sources or aids have not been used and those used have been fully documented. Sources for literal, paraphrased and cited quotes have been accurately credited.*

The submitted document here present is identical to the electronically submitted text document."

**) Remark: please use the appropriate term for your academic paper*

2.4. Acknowledgements

The student can give thanks to persons who had a supporting role for the academic paper, e.g. especially if there is a practical/empirical part within the thesis/paper, if you interviewed people, if they delivered important data.

2.5. Table of contents, table of figures, list of tables

The lists and tables should each start on a separate page and clearly reflect the structure of the paper/thesis, which means, headings should be numbered consecutively.

Example:

1. Introduction	2
2. Theoretical principles of sustainability	4
2.1. Historical development of sustainability	4
2.2. The three pillars of sustainability	6
2.2.1. The ecological pillar of sustainability	6
2.2.2. The economic pillar of sustainability	8
2.2.3. The social pillar of sustainability	10
3. Eco-efficiency as a main principle for companies to implement sustainability	12

2.6. Text

2.6.1. Layout

- **Type:** The following typefaces are preferred: Arial 11pt (preferred), Times New Roman 12pt, Calibri 11pt, Tahoma 11pt, Verdana 11pt.
- **Line spacing:** Please use line spacing between 1.3 and 1.5.

Figures and tables should be used reasonably and depending on the content. All figures and tables have to be numbered consecutively and separately. Each figure/table has to include a title which shows the content briefly and concisely. Additionally, the source of the figure/table has to be named.

Two different examples:

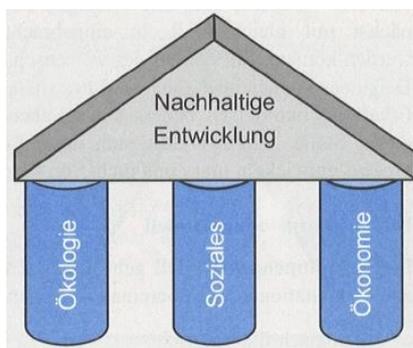
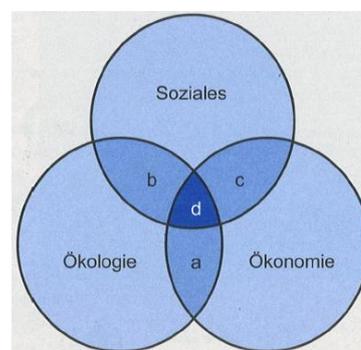


Figure 1: The three pillars of Sustainability

Source: von Hauff/Kleine 2009, p. 117

Figure 2: The three pillars of Sustainability as intersections



Source: von Hauff/Kleine 2009, p. 117

Depending on alterations of the original figure/table, there are **different possibilities of citing** the sources:

If you use another author's figure/table without changing it (e.g. you copy it or you trace the figure):	Source: Schaltegger/Sturm 1995, p. 39
If you use another author's figure/table analogously and you change it graphically or contentwise (e.g. alter/add/leave out several elements):	Source: Adapted from Jasch 2009, p. 101 <i>or</i> Source: Based on Bierer et al. 2013, p. 20 <i>or</i> Source: Modified from Götze et al. 2012b, p. 13
If you create your own figure/table without any relations to other author's figures/tables:	Source: Author's illustration <i>or</i> Source: Compiled by the author <i>or</i> Source: Own research

2.6.2. Contents and structure of the text

The text body should be structured in logical consecutive chapters and the processing of the central theme should be ensured. Compulsory sections are the Introduction as the first chapter and the Summary/Conclusion as the last chapter. The numbering of the chapters should not exceed the fourth level (e.g. avoid: 2.1.2.3.4 ...). If a chapter contains subchapters, there have to be at least two subchapters.

Please take care that your research questions are answered and that you only describe topics relevant for your research question.

Throughout the text you have to cite properly, which is described in the following section.

2.6.3. Main Text – Rules for citing

As mentioned above, citing can be seen as one of the most important principles of academic writing. Accordingly, any source authored by anyone else but the student him/herself needs to be cited in a proper way.

In this guideline we suggest a citation style that our students may use. However, there are no strict rules for citing in your diploma/master/bachelor thesis. Irrespective of the citation style chosen by the student it is indispensable that it is applied consistently. Moreover, it should be possible to identify the sources easily.

Direct and indirect quotation

You can quote sources in a text by direct or indirect quotation. If you copy an author's words directly from the text by using his exact words, it is a so-called "**direct quotation**", whereas an "**indirect quotation**" means that you use an author's ideas, information or models in different wording. The text of a direct quotation needs to be put in quotation marks. However, direct quotations should be the exception in your thesis. You should only use them for statements of particular significance (e.g. definitions). A distinction between direct and indirect quotation in the text is made by putting direct quotations in quotation marks and omitting them for indirect quotations.

Some **rules for direct quotations** should be considered: If you leave out one or more words of a direct quotation you have to show that in your text by (...). Any other changes in the text are not allowed. For words that are omitted at the end or the beginning of a quotation no omission points are used. If you assert unusual grammar or spelling you can highlight it with [sic!]. If the original author uses quotation marks (") you should replace them with an apostrophe (') in your direct quotation. Additional comments or information should be enclosed in square brackets and you should add [*text in square brackets*; author's note].

Included aspects

Generally, students can choose between **citations directly in the text** and **footnotes**¹, in both cases a citation should include the following aspects:

- **Last name of the author(s):** Up to three authors every author should be mentioned, the last names should be separated by vertical lines. If there are more than three authors you can shorten the citation by referring to the first author, followed by "et al."
- **Year of publication**
- **Page number(s):** If applicable, you can also use "f" (one page follows) or "ff" (more than one page follows) for the following pages or "n.p." if an ascertainment of a page is not possible.
- If a citation refers to **more than one source**, all sources need to be listed in ascending order of the publication year. In case there are **more sources of the same author in the same year**, you have to add a lower case letter to the publication year, starting with "a". Please note that you also have to add the lower case letters in the reference list in order to be able to distinguish the sources.

Please note that **every (!) footnote or citation in the text** must contain the information mentioned above (please do not use "ibid", even if you cite the same source multiple times in a row).

Examples for citations including name of author(s), publication year and page number(s):

Schrack/Prammer 2013, p. 152
 Priewasser et al. 2010, pp. 310 f
 Wicke/Spiegel/Wicke-Thüs 2006, pp. 137 ff
 Lehmann 1991a, p. 23
 Gege 2005, p. 34 as well as Wicke 1999, p. 314
 Miller 1991, p. 15

If **no year is available** for a publication or source used in the thesis, please use "**n.d.**" (no date) in the in-text citation as well as in the reference list.

Example: Huber n.d., p. 23

¹ If you use footnotes, they have to be numbered consecutively throughout the entire paper.

Sometimes even the **author's name is not available**, often the article/book then may be written by a group or organization. In this case, please use the **group/organization as author** in the in-text citation as well as in the reference list. However, if there is also no group/organization author (especially newspapers often do not publish the author's name) please move **the (shortened) title enclosed in citation marks** to the author position. The full title is used in the reference list.

Examples: OECD 2014, p. 15
"The green machine" 2014, p. 14

In some cases you will **not be able to find the original source**. This means you have to mention both, the author(s) of the original source as well as to the author(s) that referred to it ("**as cited in**"). Name the original work in the text and give a citation for the secondary source. You just need to give the secondary source in the reference list. Please note that this so-called "secondary quotation" should be the exception and is only admissible, if the original source cannot be accessed.

Example: Bidlingmaier 1968, p. 131, as cited in Lechner/Egger/Schauer 2006, p. 85

If your source is a **source from the internet** please also include the author's name, the publication year and the page number, if possible (title instead of author, if the author is not specified). Furthermore, you should add the URL as well as the date of download in brackets in your reference list (see below). Articles that have been downloaded from public databases (e.g. EBSCO, WISO-Net etc.) can be handled like journal articles. There is no need to add the URL or the date of download in your reference list.

Sometimes it could make sense to use acts/laws, administrative orders or administrative regulations for your thesis. If you use such sources please make sure to cite the exact reference. Your citation should contain the (abbreviated) name of the particular act/order/regulation plus year, the paragraph and the section as well as the sentence/(margin) number.

Examples: AWG 2002 § 14(2) no. 1
Deponieverordnung 2008 §§ 13d, 14(1)

ATTENTION: You **must not** use sources like Wikipedia, blogs from the internet or presentation slides (even if they are provided by authors from universities) in your thesis!

2.7. References/Bibliography

Every literature used in the thesis text needs to be **listed in your reference list**. You should sort your reference list in alphabetical order (first author's last name). There are no strict guidelines concerning the format of the reference list. Please split your reference list in the **following three sections** and make sure to **format all references consistently**:

- Main references (monographs, anthologies, journals, ...)
- Internet references
- Legal references (acts, administrative orders and regulations, ...)

There is some **general information** that should be included regardless of the type of reference:

- Author(s) – (last name, initial)
- Publication year (in brackets)
- Title of publication

Depending on the type of reference you should also give some **additional information**:

- If reference is a **book**, you should mention additionally: **place² and name of publisher**

Zeman, F. (2012a): *Metropolitan sustainability. Understanding and improving the urban environment*. Oxford et al.: Woodhead Publishing.

Kammen, D.M./Kapadia, K./Fripp, M. (2004): *Putting renewables to Work: How Many Jobs Can the Clean Energy Industry Generate? RAEL Report*. Berkeley: University of California.

- If reference is an **article in a journal**, you should mention additionally: **journal title, volume, issue, page numbers**

Pullen, A.J.J. et al. (2012): Open Innovation in Practice: Goal Complementarity and Closed NPD Networks to Explain Differences in Innovation Performance for SMEs in the Medical Device Sector. In: *Journal of Product Innovation Management*, Vol. 29, No. 6, pp. 917-934.

Karakosta, C. et al. (2013): Renewable energy and nuclear power towards sustainable development: Characteristics and prospects. In: *Renewable and Sustainable Energy Reviews*, Vol. 22, pp. 187-197.

- If reference is a **book chapter**, you should mention additionally: **editor(s), title of edited volume, place and name of publisher, page numbers**

Barbier, E. B. (2014): Ecosystems as assets. In: Atkinson, G. et al. (Eds.): *Handbook of Sustainable Development*. 2nd ed. Cheltenham: Edward Elgar Publishing Limited, pp. 72-89.

Bonsall, P./Willumsen, L. (2014): Pricing Methods to Influence Car Use. In: Gärling, T./Ettema, D./Friman, M. (Eds.): *Handbook of Sustainable Travel*. Dordrecht et al.: Springer, pp. 95-112.

- If reference is a **conference paper**, you should mention additionally: **year and month of conference, conference at which the paper was presented, location of the conference, page numbers (if available)**

Schrack, D./Prammer, H. (2013, March): *Integration of external costs and environmental impacts in Material Flow Cost Accounting – A life cycle oriented approach*. In: Günther, E./Bergmann, A. (on behalf of EMAN-EU Environmental and Sustainability Management Network) (Eds.): *Conference Proceedings (EMAN-EU 2013 Conference*

² Up to three places every place should be named, If there are more than three places you can shorten the citation by referring to the first place, followed by “et al.”

"Material Flow Cost Accounting"), Paper presented at the Conference for Material Flow Cost Accounting, Dresden, pp. 150-154.

- If reference is a **newspaper article**, you should mention additionally: **publication date, name of the newspaper, page numbers (title instead of author, if the author is not specified)**

Summers, L. (2014, January 5): Strategies for sustainable growth. *The Washington Post*, pp. 14-16.

The green machine (2010, March 11): *The Economist*, p. 7.

- If reference is an **internet source**, you should mention additionally: **URL, date of download**

OECD – Organization for Economic Cooperation and Development (2014): *Poorer regions struggling to catch up in advanced economies, says OECD*. <http://www.oecd.org/newsroom/poorer-regions-falling-behind-in-advanced-economies.htm> (2014, November 5).

- If reference is a **legal source**, you should mention: **title of the act etc., short title and abbreviated title with publication year in brackets, organ of publication and exact reference in square brackets (first version); in the version applicable in..., organ of publication and exact reference in square brackets (most recent modification)**

Bundesgesetz über eine nachhaltige Abfallwirtschaft (Abfallwirtschaftsgesetz 2002 – AWG 2002) [BGBl. I Nr. 102]; in the version applicable in 2008 [BGBl. I Nr. 54/2008].

Below you can find some **useful abbreviations** for your citations in the text as well as for your reference list:

ed. – edition	p. – page
Ed. – Edition	pp. – pages
Eds. – Editors	f / ff – following
Vol. – volume	

2.8. Appendix

If necessary, the thesis can also include an appendix to which you can refer to in your text. Any additional information that is relevant for your thesis should be outsourced to the appendix. The appendix could e.g. include questionnaires, interview guidelines, transcriptions of interviews, relevant calculations or extracts from legal sources.

3. Further Readings

American Psychological Association (2009): *Concise rules of APA style*. 6th ed. Washington: APA-American Psychological Association.

American Psychological Association (2009): *Publication manual of the American Psychological Association*. 6th ed. Washington: APA-American Psychological Association.

Andermann, U./Drees, M./Grätz, F. (2006): *DUDEN. Wie verfasst man wissenschaftliche Arbeiten? Ein Leitfaden für das Studium und die Promotion*. Mannheim et al.: Bibliographisches Institut GmbH.