

Writing a Thesis@IBA

Degree Course: International Business Administration

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1 Guidelines

- I. Any thesis@IBA shall clearly specify and describe both its research topic, i.e. the broad general area to be investigated, as well as the specific research question to be investigated in within this topic area, i.e. the question that the thesis strives to contribute to answering.
- II. Any thesis@IBA shall obviously connect to serious academic literature pertinent to its topic and research question.
- III. Any empirical thesis@IBA shall report adequately chosen and correctly applied methods of data collection/selection and data analysis; the report of methods shall meet academic standards of transparency of the procedure.
- IV. Any thesis@IBA shall be clearly structured and follow a clear line of argument; the contribution of the author to answering the research question shall be recognizable; the thesis shall be introduced by a concise abstract reporting research topic and question, approach/methods, results, conclusions/ implications.
- V. Any thesis@IBA shall conclude discussing limitations of the approach and avenues for subsequent research; any thesis shall conclude discussing the practical relevance of its results, if applicable.

2 Grading Criteria

2.1 Previous Literature

- Contextualizing the topic regarding scientific and conceptual basics
- Using technical terms correctly
- Using up-to-date literature and professional academic literature
- Avoiding online sources, using only a few online sources
- Connecting previous findings logically

- Citing with page number (in-text)
- Grasping the practical state of the art

2.2 (Scientific) Methodology

- Applying methods appropriately regarding the research question/topic
- Understanding the methods
- Implementing a data analysis
- Presenting falsifiable hypotheses
- Answering the research question consistently
- Reporting expert interviews in a protocol

2.3 Personal Contribution

- Structuring the thesis
- Connecting introduction and structure of the thesis
- Establishing a balanced / well rounded impression for the reader
- Analyzing the topic and perspectives critically
- Presenting ideas for transfer / contribution for others / new insights
- Answering the research question
- Identifying the topic in cooperation with the supervisor

2.4 Argumentation & Consistency

- Connecting research question, theory, literature, and practice
- Elaborating the research question consequently

2.5 Conclusions

- Clarifying practical implications and relevance

3 Helpful Books and Articles

3.1 Research & Writing

- Dawson, Catherine (2019): Introduction to Research Methods: A Practical Guide for Anyone Undertaking a Research Project. London: Robinson (5th edition).
- Marczyk, Geoffrey R. et al. (2005): Essentials of Research Design and Methodology. Hoboken, NJ: Wiley.
- O'Leary, Zina (2014): The Essential Guide to Doing Your Research Project. Los Angeles: SAGE, (2nd edition).
- Booth, Wayne C. et al. (2008): The Craft of Research. Chicago: University of Chicago Press (3rd edition).
- Müller, Stefanie, & Roth, Angela (2015): Academic Writing: Guidelines for a Term Paper, Bachelor and Master Thesis. Nürnberg: Technische Hochschule.
- Minto, Barbara (2009): The Pyramid Principle: Logic in Writing and Thinking. Harlow: Financial Times Prentice Hall (3rd revised edition).
- Yau, Nathan () : Visualize This: The Flowing Data Guide to Design, Visualization, and Statistics. Indianapolis, IN: Wiley.
- Cargill, Margaret, & O'Connor, Patrick (2013): Writing Scientific Research Articles: Strategy and Steps. Chichester: Wiley-Blackwell (2nd Edition).
- Eco, Umberto (2010): Wie man eine wissenschaftliche Abschlussarbeit schreibt. Wien: UTB GmbH (13. Aufl.).
- Limburg, Anika, & Otten, Sebastian (2011): Schreiben in den Wirtschaftswissenschaften. Wien: UTB GmbH.
- Mautner, Gerlinde (2016): Wissenschaftliches Englisch: Stilsicher schreiben in Studium und Wissenschaft. Wien: UTB GmbH.
- Sandberg, Berit (2017): Wissenschaftliches Arbeiten von Abbildung bis Zitat. Berlin: De Gruyter Oldenbourg (3. Aufl.).

3.2 Qualitative Research

- Braun, Virginia, & Clarke, Victoria (2013). Successful Qualitative Research: A Practical Guide for Beginners. Thousand Oaks, CA: Sage.
- Flick, Uwe (2019): An Introduction to Qualitative Research. Thousand Oaks, CA: Sage (6th edition).
- Grbich, Carol (2013): Qualitative Data Analysis: An Introduction. Thousand Oaks, CA: Sage (2nd edition).
- Cropley, Arthur J. (2005): Qualitative Forschungsmethoden: Eine praxisnahe Einführung. Frankfurt/ Main: Dietmar Klotz (2. Aufl.).

3.3 Quantitative Research

- Sekaran, Uma, & Bougie, Roger (2010): Research methods for business. A skill-building approach. Haddington John Wiley & Sons (5th ed.).
- Saunders, Mark. N. (2009): Research methods for business students. Harlow, UK: Pearson (5th ed.).
- Saris, Willem E., & Gallhofer, Irmtraud (2007): Design, Evaluation, and Analysis of Questionnaires for Survey Research. New York: Wiley.
- Field, Andy, & Hole, Graham J. (2002): How to Design and Report Experiments. Thousand Oaks, CA: Sage.
- Porst, Rolf (2014): Fragebogen. Ein Arbeitsbuch. Wiesbaden: VS Verlag (4. Aufl.).