



# Introduction to Scientific Writing

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# **Chapter I:**

## **Goals of scientific writing**

# 1) What are the goals of this course to scientific writing?



- Main goals: Candidates should ...
  - ... be confident about working on a research problem independently
  - ... be familiar with the methods of scientific writing
- Additional goals: Candidates should ...
  - gain insights about various ways to access relevant literature
  - learn how to employ adequate strategies in literature research
  - acquire skills to identify, read, evaluate and manage relevant literature
  - demonstrate skills to frame the research question correctly and develop a well-balanced structure of the research paper
  - develop skills needed for writing a scientific paper
  - comprehend how to quote and use external sources correctly
  - enjoying in presenting and discussing own (empirical) findings

# 1) What are the goals of this course to scientific writing?



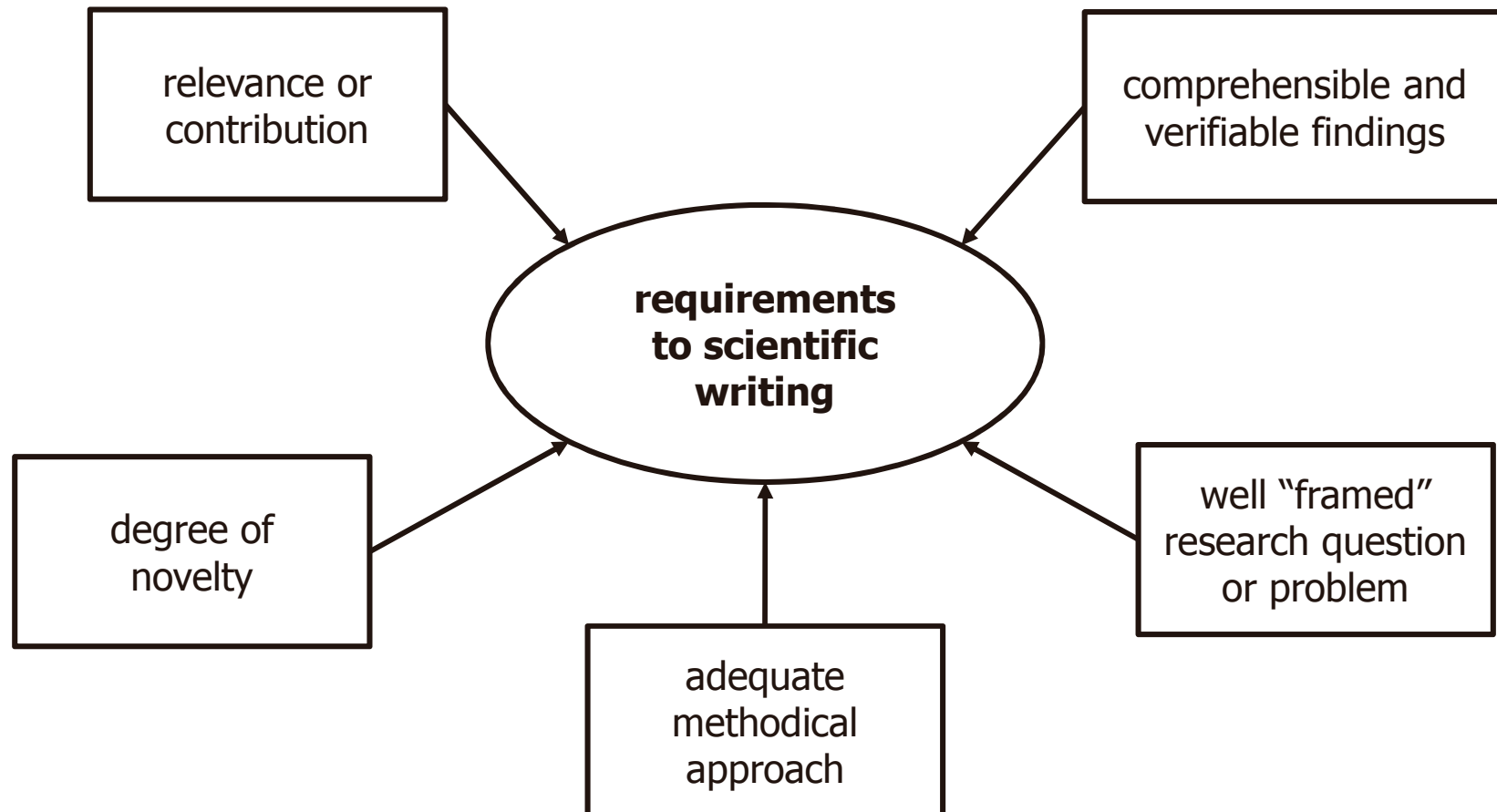
- This introductory course is designed to give some helpful hints and useful recommendations.
- → There is no one „recipe“ to scientific writing! Each candidate will need to develop her own style in writing scientific papers.
- Successful candidates will develop the skills needed to scientific writing not in this course but by continuous practice and constant repetitions!
- → The learning curve will go beyond the final thesis (either Bachelor's or Master's level). Some may go the extra mile and do a PhD.
- Generally, each student needs to abide by the set of rules issued by the respective faculty or department in regards to the format and structure!

## **Chapter II:**

# **Definition of scientific writing**

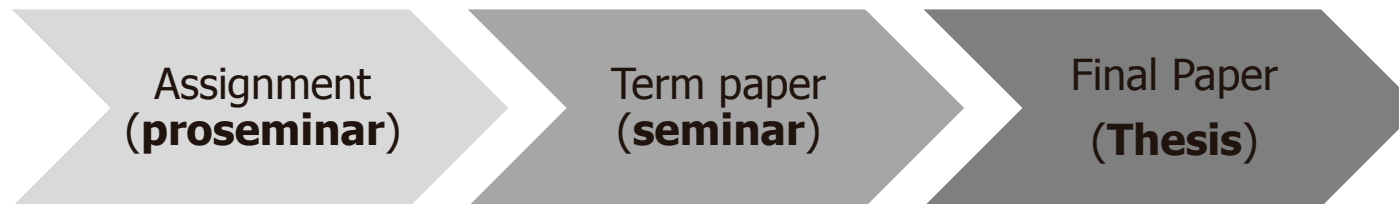


## 2) What are the requirements to scientific writing?



Source: cf. Jele (2003), Wissenschaftliches Arbeiten in Bibliotheken, S. 23-24

## 2) What are the different types of scientific writing?



- Fundamental differences:
  - Choice in determining the research project / topic
  - Level of complexity in structuring the research project (e.g. degree of novelty)
  - Required amount of length of the paper
  - Granted amount of time to write the paper
- Fundamental commonalities:
  - Basically similar structure and methodological approach
  - Basically similar challenges and issues

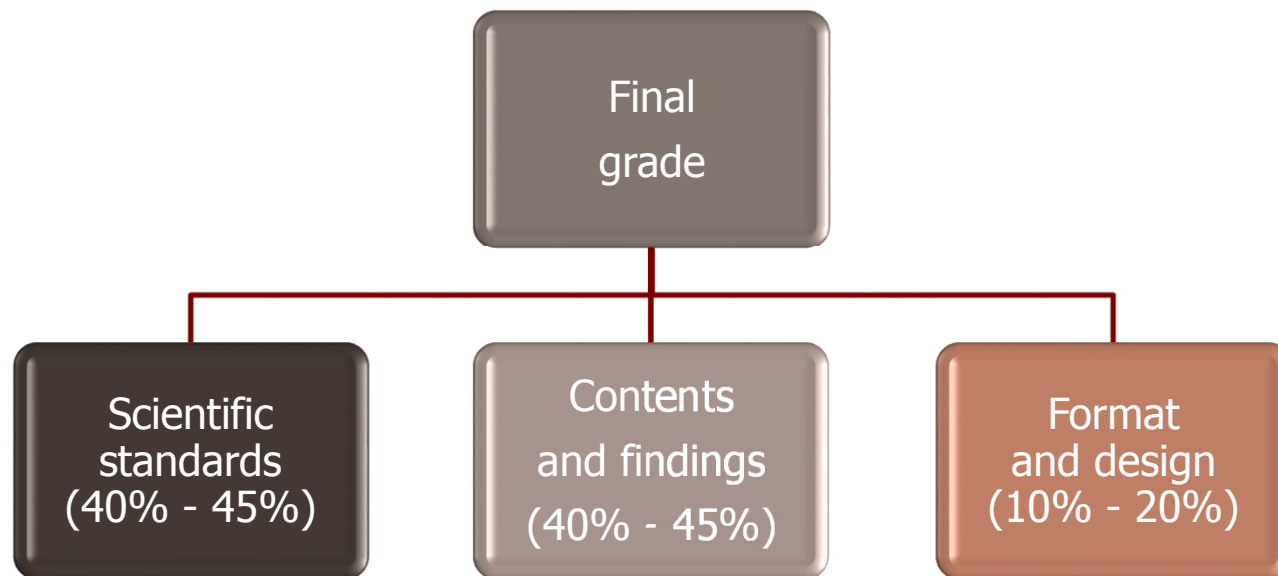




## **Chapter III:**

# **Assessment criteria**

### 3) What are the components of the final grade?



### 3) What are the components of the final grade?

#### **Scientific standards (40% to 45%)**

In evaluating a research paper students should have...

- structured the research project in a way that is logical and easy to understand.
- identified the most qualitative and state-of-the-art literature (e.g. A+ Journal) to discuss their own research questions.
- reproduced theoretical knowledge and findings which are correct and accurate.
- used findings and quotes which are easily to be verified and comprehended as apposed to “black-box” issue.
- engaged in own research or in comparison and discussion of empirical results

### 3) What are the components of the final grade?

#### **Contents and findings (40% to 45%) (I)**

In evaluating a research paper students should have...

- defined the research question accurately and realized the stated research question.
- outlined the primary motivation to discuss the research question.
- demonstrated accuracy and clarity of thought.
- chosen a well-balanced structure and weighting of the underlying chapters.
- shown critical thinking and contrasting juxtaposition of the identified state-of-the-art literature.

### 3) What are the components of the final grade?

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#### **Contents and findings (40% to 45%) (II)**

In evaluating a research paper students should have...

- made coherences and highlighted differences between research papers and scientific contributions.
- not exceeded (fallen below) the required number of pages.

### 3) What are the components of the final grade?

#### **Format and design (10% to 20%)**

In evaluating a research paper students should have...

- used a formal language style (spelling, grammar, punctuation or expression)
- used an elaborated layout and design (appearance, passage, number of pages, charts and tables)
- used an adequate formatting style (consistency, completeness, compliance with the specifications of the faculty in regards to e.g. quotations or references)

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## **Chapter IV: Steps in scientific writing**



## 4) Which steps to take in writing an academic paper?



### Tips for discussion with your academic supervisor

- Arrange appointments with a longer lead time.
- Avoid asking a "hodgepodge" of questions that you can in principle also work out for yourself.
- Important for the evaluation: independence.
- Send specific questions by email beforehand in the best possible way.
- Prepare the interview very well: The better the preparation, the more feedback you get from the conversation with.
- You should at least make an appointment to discuss your structure.



## 4) Which steps to take in writing an academic paper?



### Project management "seminar paper"

- "Writing" is only a small part of the seminar work; most of the work should be done beforehand
- Imagine you are managing a project
- Make yourself a rough schedule
- Decide whether it is better for you to write the seminar paper in one piece or over a longer period of time.
- Make sure to be ready at least two days before the deadline: Nothing is worse than realizing on the day before the delivery that the final part is not yet finished

## 4) Which steps to take in writing an academic paper?



### Steps in writing a paper (I)

- Definition/selection of a topic.
- Reading of introductory literature and first literature research.
- Concretization of the exact research question of the research paper and possibly preparation of a rough outline.
- Determination of the next steps incl. work and schedule.
- Literature and information procurement.
- Literature and information management and evaluation.

## 4) Which steps to take in writing an academic paper?



### Steps in writing a paper (II)

- Creating an outline with comments on the individual bullet points (e.g. with key points on the respective content)
- Written elaboration of the individual chapters
- Several rounds of content and language revision
- Final proofreading (possibly by third parties) incl. checking the layout, completeness and compliance with formalities

## 4) Which steps to take in writing an academic paper?

Week	1		2		3		4		5		6	
Half of the week	1	2	1	2	1	2	1	2	1	2	1	2
Topic selection												
Read introductory literature												
Narrow and specify the question												
Determine work and schedule												
Literature procurement												
Literature analysis												
Creating an structure												
Written draft												
Revisions												
Proofreading												
Printing												
Submission date												
Presentation												

## 4) Which steps to take in writing an academic paper?



- Objective: To select a topic that is both interesting and limited enough
- Procedure: Choose a general subject area, first literature search, then further limit the subject until you have found a controversy or a problem that is very interesting.
- Criteria for the topic:
  - Research field with high attention by researchers
  - Current relevance
  - A research question that is too narrow bears the risk of having no to limited literature. A research question that is too wide bears the risk of getting lost in a vast literature.

## 4) Which steps to take in writing an academic paper?



- Criteria for the topic:
  - ...
  - Controversial or diverse: potential for evaluation, choose a topic in which there are at least two competing hypotheses (compare, differentiate, analyze, evaluate)
  - Topic that is of interest to you!

## 4) Which steps to take in writing an academic paper?



- Broad topic can be described in a few words, e.g. dividend policy and corporate governance.
- Design interesting questions, e.g. why do companies pay dividends? Why do share prices react to dividends?
- Important: Limitation, because otherwise intensive processing is impossible, e.g. are dividends suitable as an instrument to reduce principal-agent problems?
- Limitation implies interesting assertion, the analysis of which makes a progress of knowledge.
- Why is this question interesting? What (scientific and practical) relevance does the progress of knowledge have?

## 4) Which steps to take in writing an academic paper?



- Formulating an interesting and narrow problem description is fundamental for the success of your seminar work! Invest a lot of time in it!
- A good research question is the most important success factor:
  - Interesting and relevant
  - Very limited
  - No clear and trivial answer
- Examples:
- Empirical Phenomena: Positive Price Effect on Dividend Increases.
- Theoretical question: Welfare implications of insider trading by board members.



## 4) Which steps to take in writing an academic paper?



### Tip: "Elevator Pitch"

- Develop an elevator story for your seminar paper:
- How would you explain your seminar work to a stranger while the elevator goes from the ground floor to the 20<sup>th</sup> floor?
- Aim: Getting the attention of the foreign companion.
- Contents: "Problem and hypothesis" and "Why is this problem relevant?"

## 4) Which steps to take in writing an academic paper?



### Types of academic literature

- Articles in journals
- Peer-reviewed articles
- Non-peer-reviewed articles
- Discussion Papers ("Grey Literature")
- Monographs (dissertations, textbooks, etc.)
- Collective volumes/festivities (usually without formal review process)

## 4) Which steps to take in writing an academic paper?

### General evaluation of literature sources

- Is the source generally accessible?
- Does the source meet scientific quality criteria? Is the source for the topic of the scientific work appropriate?

**Scientific textbooks**  
**Articles in journals**



**company**  
**publications**  
**theses**  
**grey literature**



**General dictionaries**  
**lecture notes**  
**seminar papers**  
**articles in tabloids**  
**general pages on the**



Quelle: Ebster/Stalzer (2008), Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler, Abb. 4-1, S. 63

## 4) Which steps to take in writing an academic paper?



### **Reviewed scientific contributions**

- Articles evaluated in a double-blind review process by fellow scientists of the same research discipline and accepted for publication on the basis of (two or three) opinions
- Most important form of scientific literature, since the research discourse mainly takes place in peer-reviewed journals
- The quality and quantity of publications in peer-reviewed journals is crucial, among other things, for
  - reputation in the scientific community / allocation of academic positions / acquisition of research funds / invitations to lectures and conferences

## 4) Which steps to take in writing an academic paper?



### Typical process up to publication in a trade journal (I)

- Writing a discussion paper (e.g. Schumpeter Discussion Paper)
- Presentation at (national/international) workshops and conferences
- Continuous revision with the incorporation of criticism and suggestions
- Submission of the article to a trade journal
- Double-covert appraisal by one or more appraisers
- Result: (a) rejection, (b) direct acceptance (very rarely) or (c) call for a more or less comprehensive revision of the contribution

## 4) Which steps to take in writing an academic paper?

### Typical process up to publication in a trade journal (II)

- ...
- If (c): Revision of the paper on the basis of the recommendations of the experts
- Re-submission and further evaluation round(s)
- Acceptance and publication of the contribution

## 4) Which steps to take in writing an academic paper?

### Journal Rankings

- Rankings are an important guide for assessing the very different quality of the large number of journals.
- Rank or classification (e.g. A+, A, B) of a journal is usually based on the impact factor (average number of citations per article) and/or the assessment by members of the scientific community.
- The quality of the journal (i.e. ranking) often indicates the quality of the scientific contributions published. But, rankings are only a quality criterion:
  - Each cited article must be checked separately for its quality.
  - Journal ratings by scientists are subject to strategic calculation.

## 4) Which steps to take in writing an academic paper?



### Most important German rankings for economics journals

- VHB-JOURQUAL of the Association of University Teachers in Business Administration
  - First ranking 2003, current ranking (2011): JOURQUAL 2.1 with 838 magazines
  - Categories: A+, A, B, C, D, E
  - Evaluation of international and German scientific journals
  - Evaluation of the journals by the members (professors, habilitants and junior professors) of the VHB (<http://vhbonline.org/service/jourqual>).



## 4) Which steps to take in writing an academic paper?



### Most important German rankings for economics journals

- Handelsblatt Ranking (I)
  - Separate rankings for national and international economics and business journals.
  - Current ranking BWL (2009): 761 journals
    - Evaluation of journals based on VHB-JOURQUAL 2, Erasmus Research Institute of Management (EIJ) ranking list and impact factors of SSCI/SCI
    - Web address: <http://www.handelsblatt.com/politik/oekonomie/bwl-ranking>

## 4) Which steps to take in writing an academic paper?



### Most important German rankings for economics journals

- Handelsblatt Ranking (II)
  - Current ranking VWL (2011): more than 1250 magazines
    - Journals are evaluated by the Economic Research Centre of ETH Zurich
    - Web address: <http://www.handelsblatt.com/politik/oekonomie/vwl-ranking>

## 4) Which steps to take in writing an academic paper?

### VHB-JOURQUAL3: Teilrating Bankbetriebslehre / Finanzierung

© Verband der Hochschullehrer für Betriebswirtschaft e.V. (2015); VHB-JOURQUAL3-Herausgeber: Prof. Dr. Thorsten Hennig-Thurau und Prof. Dr. Henrik Sattler

[Explanations to the table can be found here.](#)

Journal	ISSN	JQ3	JQ2	Number of votes A+ bis D	Distribution of votes						Rating	not scientif
					A+	A	B	C	D	Verteilung		
A+ = Outstanding, world-leading scientific journal in the field of business administration or its sub-disciplines												
The Journal of Finance	0022-1082	A+	A+	152	93,4%	2,6%	3,3%	0,7%	0,0%		93,4%	0,0
Journal of Financial Economics	0304-405X	A+	A+	122	89,3%	6,6%	4,1%	0,0%	0,0%		89,3%	0,0
The Review of Financial Studies	0893-9454	A+	A+	110	87,3%	9,1%	2,7%	0,9%	0,0%		87,3%	0,0
A = Leading scientific journal in the field of business administration or its sub-disciplines												
Journal of Financial and Quantitative Analysis (JFQA)	0022-1090	A	A	143	26,6%	60,1%	11,2%	1,4%	0,7%		86,7%	0,0
Review of Finance	1572-3097	A	A	112	20,5%	63,4%	12,5%	2,7%	0,9%		83,9%	0,0
Journal of Banking & Finance	0378-4266	A	A	151	9,3%	63,6%	22,5%	3,3%	1,3%		72,8%	0,0
Journal of Economic Dynamics & Control	0165-1889	A	A	50	0,0%	72,0%	22,0%	4,0%	2,0%		72,0%	0,0
Journal of Financial Intermediation	1042-9573	A	B	60	8,3%	61,7%	30,0%	0,0%	0,0%		70,0%	0,0
Journal of Money, Credit and Banking (JMCB)	0022-2879	A	B	58	6,9%	51,7%	37,9%	3,4%	0,0%		58,6%	0,0
Review of Derivatives Research	1380-6645	A	A	29	3,4%	51,7%	20,7%	17,2%	6,9%		55,2%	0,0
B = Important and respected scientific journal in the field of business administration or its sub-disciplines												
Finance and Stochastics	0949-2984	B	B	31	0,0%	32,3%	61,3%	6,5%	0,0%		93,5%	0,0
Journal of Financial Markets	1386-4181	B	B	46	4,3%	26,1%	63,0%	4,3%	2,2%		93,5%	0,0
Journal of Corporate Finance	0929-1199	B	B	95	2,1%	43,2%	47,4%	6,3%	1,1%		92,6%	0,0
Mathematical Finance	0960-1627	B	B	38	5,3%	36,8%	50,0%	0,0%	7,9%		92,1%	0,0
Journal of Business Finance & Accounting	0306-686X	B	B	157	0,0%	31,2%	59,2%	8,3%	1,3%		90,4%	0,6
Abacus	0001-3072	B	B	178	5,6%	19,7%	62,9%	10,1%	1,7%		88,2%	0,0
Journal of Empirical Finance	0927-5398	B	C	58	0,0%	32,8%	55,2%	8,6%	3,4%		87,9%	0,0

Quelle: <https://vhbonline.org/en/service/jourqual/vhb-jourqual-3/tabellen-zum-download/>

## 4) Which steps to take in writing an academic paper?



### General procedure for the literature review

- Creating clarity about what is to be searched for
- Gain a rough overview of existing topic-specific literature
- Entry into the subject area via predefined introductory literature and possibly a book with a large circulation and a timely publication date
- Narrowing down the topic and creating a first questionnaire on the subject
- In-depth literature research via search engines and special databases as well as in books, journals and thematically superior articles

Quelle: Töpfer (2010), Erfolgreich Forschen, S. 367

## 4) Which steps to take in writing an academic paper?



### Search strategies for literature research

- Backward search ("snowball system")
  - Starting point: Particularly relevant essay or book. Analysis of the bibliography and selection of other relevant literature. Literature lists of the selected sources are again examined for further literature etc.
  - Advantage: Relatively rapid identification of the most frequently cited sources of a research area.
  - Disadvantages: Only identification of sources older than the output source. Possibly one-sided selection of sources ("citation cartel")

Quelle: vgl. Kornmeier (2007), Wissenschaftstheorie und wissenschaftliches Arbeiten, S. 117-121

## 4) Which steps to take in writing an academic paper?

### Search strategies for literature research

- Forward-looking search
  - Starting point: Particularly relevant or central essay. Search for sources that have quoted the central article at a later stage (e.g. via Social Science Citation Index or Google Scholar)
- Systematic search (I)
  - Search in journals, literature databases, library catalogues, etc.
  - "Working through" all articles, e.g. of the last five years for particularly relevant journals on the basis of title, summary or abstract, final part (time-consuming, but provides a good overview)

## 4) Which steps to take in writing an academic paper?

### Search strategies for literature research

- Systematic search (II)
  - ...
  - Electronic search for specific terms or criteria (e.g. keywords, keywords in title, abstract or full text, author(s))
  - Systematic search (possibly in combination with heuristic search strategies  
1) and 2) absolutely necessary

Quelle: vgl. Kornmeier (2007), Wissenschaftstheorie und wissenschaftliches Arbeiten, S. 117-121

## 4) Which steps to take in writing an academic paper?



### Typical structure (Anglo-American) journal article (I)

- Caption / title
- Abstract (brief summary of the research question, procedure/design of the study, core results)
- Introduction (question and its relevance, objective of the article, overview of the other sections of the article)
- Literature Review (state-of-the-art research in relation to the problem addressed)
- Methodology and Sample (description of the structure and data of the empirical study)



## 4) Which steps to take in writing an academic paper?



### Typical structure (Anglo-American) journal article (II)

- ...
- Results/Findings (documentation and description of empirical results)
- Summary and Discussion/Implications (summary of the main research results and discussion of the significance, e.g. for practice)
- Limitations and Future Research ("weak points" in the contribution and links for further research)

## 4) Which steps to take in writing an academic paper?

### Selection of media for literature research (I)

- Library
  - Library catalog
  - DigiBib (metasearch in several databases and catalogues)
  - Subject databases (e.g. in the field of economics)
  - Electronic Journals Library  
<http://www.bib.uni-wuppertal.de> → E-Portal → Electronic Journals
  - E-Books (e.g. Springer: Management, Business Administration and Economics)

## 4) Which steps to take in writing an academic paper?

### Selection of media for literature research (II)

- Internet
  - Econ Biz (<http://www.econbiz.de>)
  - Google Scholar (<http://scholar.google.de>)
  - Google Books (<http://books.google.de>)
  - Search engines (Google, Bing, Yahoo, etc.)
  - Publisher-specific online portals (e.g. Springer, Wiley, Elsevier)

## 4) Which steps to take in writing an academic paper?

Elektronische Zeitschriften  
Universitätsbibliothek Wuppertal  
Unser Angebot | Einstellungen

**Zeitschriften**  
- nach Fächern  
- alphabetisch  
- suchen  
- schnelle Suche  
suchen

**Kontakt**  
Ansprechpartner  
Titelvorschlag

**Suchresultate**  
Sie suchen nach: (Titelworte = 'Innovation AND Management') in allen grünen  
**12 Treffer**  
[Suche verfeinern](#)

1 Informationen zur Zeitschrift (u.a. zu den Zugangsbedingungen)  
**Der Volltext der Zeitschrift ist...**  
■ frei zugänglich (Ausnahme: kein Zugriff über BibSearch-Geräte innerhalb der Bibliothek)  
■ in der Regel innerhalb der Domain uni-wuppertal.de zugänglich, besondere Zugangsbedingungen im Readme  
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**Bitte beachten Sie die Nutzungsbedingungen des Verlages/Herausgebers.**

1 [British Gas Case Study: Innovation in Customer Relationship Management \(via EBSCO Host\)](#)

1 [Construction Innovation: Information, Process, Management](#)

1 [Creativity and Innovation Management](#)

1 [Creativity and Innovation Management. \(via EBSCO Host\)](#)

1 [Enterprise & Innovation Management Studies \(via EBSCO Host\)](#)

1 [European Journal of Innovation Management](#)

1 [International Journal of Entrepreneurship & Innovation Management \(via EBSCO Host\)](#)

1 [International Journal of Management Innovation Systems](#)

1 [Journal of Product Innovation Management](#)

1 [Journal of Product Innovation Management](#)

1 [Journal of Technology](#)

1 [Wissenschaftsmang...](#)

Search for keywords in the journal title

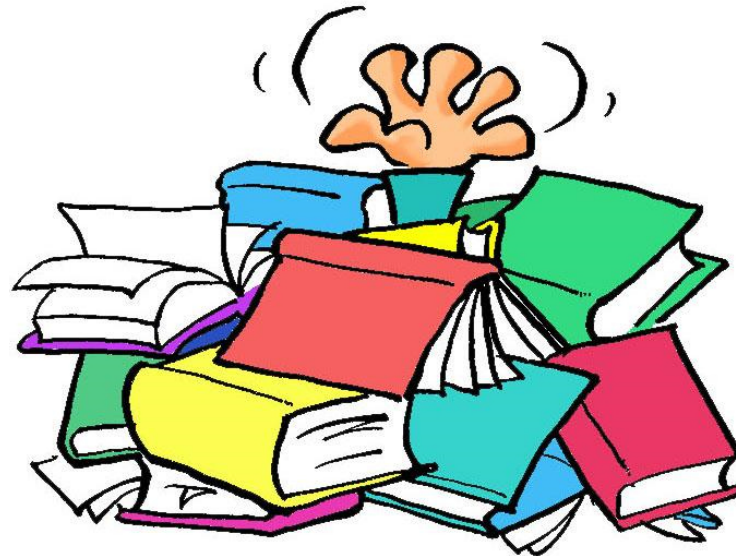
Some articles are freely accessible via the journal's homepage

Information on the accessibility of the individual journals

Click here for more information about the journal or the full texts

#### 4) Which steps to take in writing an academic paper?

**So that this doesn't happen to you...**



## 4) Which steps to take in writing an academic paper?



### Summarizing articles

- Tip: Create index cards with the most important information
- Proposal:
  - What is the fundamental research question of the paper?
  - Which methodical approach do the authors choose (theoretical or empirical)?
  - What is the contribution of the work in relation to my question? What is the knowledge gained from this?
- Criticism: assumptions and hypotheses plausible? method appropriate? Does the article keep its promises? Unanswered questions? Ideas for further investigations?

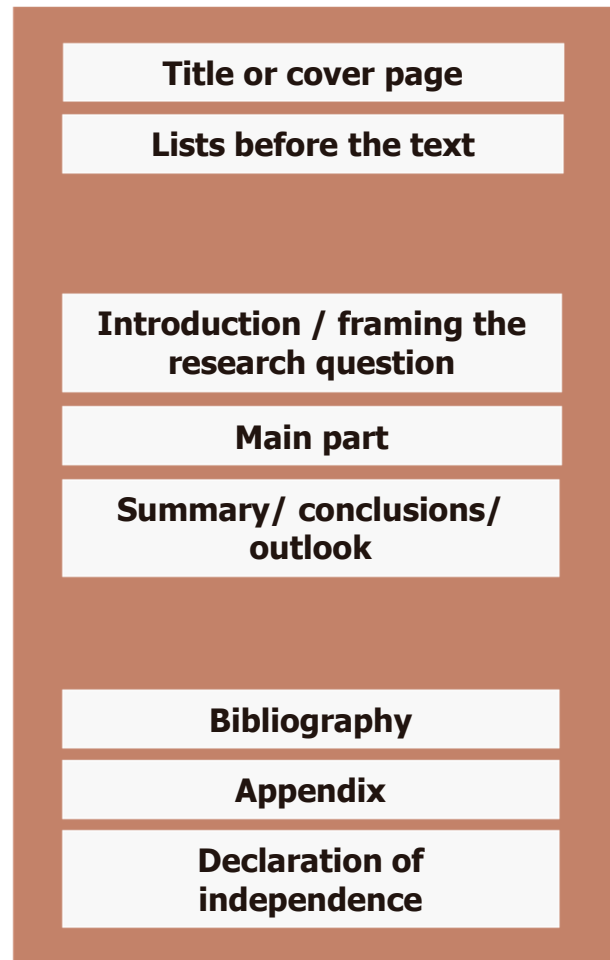
## 4) Which steps to take in writing an academic paper?

### Literature management using Citavi as an example

- Functions:
- Manage literature
- Search in subject databases and library catalogues
- Refining the contents of literature
- Collect quotes and organize knowledge
- Insert bibliographies in different citation styles in Word file
- Use of the full version CitaviPro is free of charge for students of the Bergische Universität Wuppertal (campus license)

## 4) Which steps to take in writing an academic paper?

### Formal structure of a scientific thesis



Information on subject, author, supervisor, etc.

Table of contents and, if applicable, list of abbreviations, figures and tables

e.g. theoretical and empirical part

List of all used sources (e.g. used questionnaire, analysis output, statistics, software code)

The wording of the declaration can be found in the current examination regulations.



## 4) Which steps to take in writing an academic paper?



### Formal requirements for a scientific structure

- The golden thread of the work should not "be lost"! The logical structure of the paper and the course of processing should be clearly visible from the beginning.
- The focus of the paper must also be visible in the structure! The number of subchapters and the page count of the individual chapters should ideally indicate the focus of the work.

Quelle: Töpfer (2010), Erfolgreich Forschen, S. 33-34

## 4) Which steps to take in writing an academic paper?



### Naming of headings

- Headings in the table of contents establish first contact with the reader
- Headlines are a promise
- Test: Create questions from your headlines and check whether these questions are answered in the text

Quelle: Töpfer (2010), Erfolgreich Forschen, S. 33-34

## 4) Which steps to take in writing an academic paper?



### **Think about how you want to fill the chapters in a nutshell**

- Do you have the central statements in mind?
- What is the aim of this chapter?
- Which central results are to be presented here?
- What is the reasoning behind the chapter?

Quelle: Töpfer (2010), Erfolgreich Forschen, S. 33-34

## 4) Which steps to take in writing an academic paper?



### Filling / writing

- Tip: Write in several steps
- Do not try to write directly ready for printing
- Just write something down
- It is easier to revise something that already exists than to write something completely new
- The "stage-writing" helps you with writer's blocks

Quelle: Töpfer (2010), Erfolgreich Forschen, S. 33-34

## 4) Which steps to take in writing an academic paper?



### Various revision rounds

- Schedule many, many revision rounds
- Don't be afraid to change your structure or to revise your literature selection again
- When you are in a "writing desk": Read the existing chapters (spelling, grammar), format your document and so on.

Quelle: Töpfer (2010), Erfolgreich Forschen, S. 33-34

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## **Chapter V:**

# **The use of citations**



## 5) How to quote correctly in scientific writing?



### Function of correct citation

- Clearly outline the origin of all information you have used making your arguments traceable and verifiable (e.g. thoughts, empirical findings, statistics, graphs).
- Clear differentiation between own and foreign ideas.

## 5) What are good examples of literal and analogous citation?



### **Literal or direct quotation**

- Literal reproduction of a foreign text part (use carefully, e.g. only in cases of particular conciseness).
- Start and end of a citation are marked with quotation marks.
- Deviations from the original must be marked.
- Highlighted text parts by the original author are to be used.
- Omissions must be indicated by continuous dots (...).

### **Corresponding or indirect quotation**

- Foreign text parts are reproduced in your own words.
- Before the source reference, the addition "cf." or - if a source is not mentioned - "see also" or "similar to" appears.



## 5) What are good examples of literal and analogous citation?



### Direct citation:

- "A well-written study is hardly possible without having a thorough understanding of the appropriate **methods** [emphasis in the original] and techniques of scientific work as well as the necessary formal requirements." (Theisen 2006, p.1).

### Indirect citation:

- Knowledge of scientific working techniques and the relevant formalities are essential for successful studies (cf. Theisen 2006, p.1).

### Plagiarism:

- Successful studies are only possible with knowledge of the methods and techniques of scientific work and the corresponding formal requirements (cf. Theisen 2006, p. 1).

## 5) What are good examples of literal and analogous citation?



### Tables and Figures

- Source information directly under the table or illustration
- True to original takeover: "Source: Author, Year, Page".
- Acceptance with changes: "Based on author, year, page".
- Self-developed presentation: "Source: Own presentation" or "Source: Own survey".

## 5) What are good examples of literal and analogous citation?



Books	Articles from journals	Articles from compilations
Surname, first name [possibly abbreviated] (year of publication):	Surname, first name [possibly abbreviated] (year of publication):	Last name, first name [possibly abbreviated] (year of publication):
Book title, possibly subtitles.	Title of the essay. In:	Title of the essay. In:
If necessary edition (from 2nd edition)	Title of the journal	Name of the publisher (ed.):
Place of publication: Verlag	Volume number or volume	Title of the compilation
	Issue number	If necessary edition (from 2nd edition)
	Number of pages	Place of publication
		Number of pages

# **Chapter VI: The avoidance of plagiarism**



## 6) What is so bad about plagiarism in scientific writing?



Definition: "an act or instance of using or closely imitating the language and thoughts of another author without authorization and the representation of that author's work as one's own, as by not crediting the original author."\*

- Plagiarism ...
- is an act of deceit.
- is against the rules of fair play and allowing an illegitimate advantage.
- is not helpful to acquire scientific writing skills.
- is highly risky (even short sequences of sentences will be recognized via google search or intelligent detection software).
- is an heavy offence against the university rules and code of conduct with severe consequences!

## 6) What are the different types of plagiarism?

Plagiarism can be classified as follows:

- The alleged author hands in a paper under his name which is written by a third person ("ghost writer").
- The alleged author hands in a paper which is an exact copy of a complete stranger (full plagiarism).
- The author hands in (parts of) a the same paper which has already been used in the past for another seminar (self-plagiarism).
- The author paraphrases and/or translates a text from a foreign language without quoting the source (translation plagiarism).

## 6) What are the consequences of plagiarism?



### Higher Education Act NRW (2006), Section 63 Examinations,

#### Paragraph 5:

- Anyone who intentionally [...] violates a regulation of a university examination [...] concerning the deception of examination results is acting improperly. The administrative offence may be punishable by a fine of up to €50,000. In the event of multiple or other serious attempts at deception, the candidate may also be de-registered."
- Translated with [www.DeepL.com/Translator](http://www.DeepL.com/Translator)

**Plagiarisms are reported to the Examination Office!**

## 6) What are the consequences of plagiarism?



### **Examination Regulations for the Bachelor's Program in Economics (2007), §8 Failure, Resignation, Deception, Misdemeanor, Paragraph 3:**

- "If candidates attempt to influence the result of an examination by deception or the use of inadmissible aids, the examination management in question is deemed to be "inadequate" (5.0) [...].
- In serious cases of deception or the use of non-approved aids or in cases of repetition, the examination board may, after consulting the faculty council, exclude the candidates from the provision of further examination services and the acquisition of LPs in the degree program and declare the Bachelor examination to have not been passed".
- Translated with [www.DeepL.com/Translator](http://www.DeepL.com/Translator)



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## **Chapter VII: References for scientific writing**

## 7) What references can you use for guidance?

### References (I)

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- Karmasin, M./Ribing, R. (2010), Die Gestaltung wissenschaftlicher Arbeiten, 5. Aufl., Wien: UTB.
- Kornmeier, M. (2010), Wissenschaftlich schreiben leicht gemacht, 3. Aufl., Bern et al.: UTB.
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## 7) What are the goals of this course to scientific writing?



### References (II)

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- Lehrvideos auf der Companion Website zum Buch von Ebster/Stalzer (2008): <http://marketing.univie.ac.at/mitarbeiter0/ebster/wa/>