Thesis Evaluation Criteria

Your thesis will be graded according to the formal requirements of the University of St.Gallen. (BA/MA)
In addition, the following grading criteria will be used.

1) **STRUCTURE**. You <u>must include</u> all of the following sections:
   - Summary
   - Table of Contents (incl. Figures and Tables; Abbreviations)
   - Introduction (Motivation, Research Question)
   - Literature Review (Comprehensive, objective and in-depth <u>academic</u> literature; leading up to your research question/model, and/or set of testable hypotheses)
   - Methods (Research design, research methods, empirical approach/techniques)
   - Analysis (Findings – quantitative and/or qualitative; providing evidence)
   - Discussion (Insights of your results; connecting it back to literature; limitations and future research)
   - Conclusion
   - References
   - Appendix

2) **CONTENT**. Your thesis also needs to meet the following requirements:
   - Cohesion and coherence of your narrative, including a clear logical thread ("Red Thread"); your arguments must be focused, concise, relevant, and complete. Avoid going off topic.
   - Depth of your study; the most common mistake that people make is trying to tackle a very broad issue. Narrow your topic, set boundaries around your investigation, and go deep. This will make your work much more interesting.
   - Rigor of your literature review and methods; your work must be scientific in its approach, robust, and objective (don't rely on a few key citations only).
   - Degree of difficulty; your work should have an appropriate degree of difficulty (e.g. in theory or methods), to reflect your capability to conduct independent research.
   - Novelty of research question and insights; your work should be interesting and new, going beyond what we already know.
   - Relevance to practice; your work should have insights and impact on practice.
   - Comprehensible and clear writing; your work should be written in the active (not passive) tense, be clear and concise, clearly communicating your meaning, and free of grammatical and other errors.
   - Tables, graphs, and figures should be self-evident and contribute to communicating your ideas and insights; only add them when they make sense.
   - Meet all the formal requirements set out by the University (e.g. page length, font size, line spacing, bibliography, etc).

Prof. Dr. Judith Walls
2021

Recommended literature for writing scientific papers

- Blaikie, N. (2000): Designing Social Research, Blackwell: Oxford
- Ebster, C. (2003): Wissenschaftliches Arbeiten für Wirtschafts- und Sozialwissenschaftler, 2. Aufl., WUV-Univ.-Verl.: Wien
- Jacob, R. (1997): Wissenschaftliches Arbeiten: eine praxisorientierte Einführung für Studierende der Sozial- und Wirtschaftswissenschaften, Westdt. Verl.: Opladen
- Kelemen, M.; Bansal P. (2002): The Conventions of Management Research and their Relevance to Management Practice, British Journal of Management 13(2): 97-108
- Metzger, C. (2004): Lern- und Arbeitsstrategien: ein Fachbuch für Studierende an Universitäten und Fachhochschulen, 6. überarb Aufl., Sauerländer: Aarau
- Punch, K. (2000): Developing Effective Research Proposals, Sage: London
- Whetten, D. (1989): What constitutes a theoretical contribution, Academy of Management Review 14(4): 490-495
- Eco, U. (2020). Wie man eine wissenschaftliche Abschlußarbeit schreibt: Doktor-, Diplom-und Magisterarbeit in den Geistes-und Sozialwissenschaften. utb GmbH.

Prof. Dr. Judith Walls
2021