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# Student Optional Self-Help Desk

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Supervised Bachelor's and Master's Theses

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by

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and

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*Effective February 2026 – Version 1.4*

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## 18 Student Optional Self-Help Desk

### 19 Guidance for Students Who Do Not Yet Have a (Clear) Research Question 20 but Have Access to Interview Partners or Stakeholders

21 **Timeline:** You should optionally complete this before submitting your research proposal.

22 **Setting:** If you do not yet have a (clear) research question, but you have access to interview  
23 partners or other stakeholders, you can proceed as follows:

24 You may develop your research question with the help of these interview partners or  
25 stakeholders, by using Stremersch (2024) below, without involving us. Please describe this  
26 workflow in your research proposal and later in your thesis. Complete this process  
27 independently, without our involvement.

28 *Stremersch, S. (2024). How can academics generate great research ideas? Inspiration from*  
29 *ideation practice. International Journal of Research in Marketing, 41(1), 1-17.*

## 30 Research Writing



BUCH

**The little book of research writing : the structural challenge of  
communicating knowledge + a method to meet it**

Chaubey, Varanya (Autor\_in)

[United States?] : [CreateSpace Independent Publishing Platform]

2018 edition; 2018

📖 Verfügbar bei HSG Untergeschoss (AK 39580 C496) >

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## 1 **Abstract of a Thesis**

2 The abstract of the thesis has a certain structure.

# Good Abstracts: A Template

Fabrizio Gilardi\*

February 24, 2021

### **Abstract**

Everyone agrees that this issue is really important. But we do not know much about this specific question, although it matters a great deal, for these reasons. We approach the problem from this perspective. Our research design focuses on these cases and relies on these data, which we analyze using this method. Results show what we have learned about the question. They have these broader implications.

3

4 <https://fabriziogilardi.org/resources/papers/good-abstracts.pdf>

## 5 **Methods**

### 6 **Quantitative Methods**

7 • Huntington-Klein, N. (2021). The effect: An introduction to research design and causality  
8 (CRC Press) <https://theeffectbook.net/>

9 • Sarstedt, M. and Mooi, E. (2019). "A concise guide to market research: the process, data,  
10 and methods using IBM SPSS statistics." [https://link.springer.com/book/10.1007/978-](https://link.springer.com/book/10.1007/978-3-662-56707-4)  
11 [3-662-56707-4](https://link.springer.com/book/10.1007/978-3-662-56707-4)

### 12 **SEMs Package in Jamovi**

13 • <https://semjl.github.io/#examples>

14 • Sadenova, A., Denissova, O., Kozlova, M., Rakhimova, S., Gola, A., & Suiubayeva, S.  
15 (2025). Structural equation modeling (SEM) in Jamovi: An example of analyzing the  
16 impact of factors on the innovation activity of enterprises. Applied Computer Science,  
17 21(1), 97-110.

### 18 **Partial Least Squares Interactive Package**

19 • Mevik, B. H., & Wehrens, R. (2007). The pls package: principal component and partial  
20 least squares regression in R. Journal of Statistical Software, 18, 1-23.

21 • Sarstedt, M., & Cheah, J. H. (2019). Partial least squares structural equation modeling  
22 using SmartPLS: a software review.

### 23 **Qualitative Methods**

24 • Creswell, J. W., & Creswell, J. D. (2017). Research design: Qualitative, quantitative, and  
25 mixed methods approaches. Sage publications.

26 • Gerring, John. Case study research: Principles and practices. Cambridge University  
27 Press, 2006.

28 • Yin, Robert K. Case study research: Design and methods. Sage, 2009.

29 • Qualitative Data Analysis: <https://guides.nyu.edu/QDA/getting-started>

## 1 **Mixed Methods**

- 2 • Creswell, J. W., & Creswell, J. D. (2017). Research design: Qualitative, quantitative, and  
3 mixed methods approaches. Sage publications.

## 4 **Transcribing Interviews**

- 5 • Aghamanoukjan, A., Buber, R., & Meyer, M. (2009). Qualitative interviews. Qualitative  
6 Marktforschung: Konzepte–Methoden–Analysen, 415-436.  
7 • Dresing, T., & Pehl, T. (2010). Transkription. Handbuch qualitative Forschung in der  
8 Psychologie, 723-733.

## 9 **How Many Interviews Are Enough?**

- 10 • Baker, S. E., & Edwards, R. (2012). How many qualitative interviews is enough.  
11 • Bekele, W. B., & Ago, F. Y. (2022). Sample size for interview in qualitative research in  
12 social sciences: A guide to novice researchers. Research in Educational Policy and  
13 Management, 4(1), 42-50.  
14 • Gandy, K. (2024). How many interviews or focus groups are enough? Evaluation Journal  
15 of Australasia, 1035719X241266964.  
16 • Guest, G., Namey, E., & McKenna, K. (2017). How many focus groups are enough?  
17 Building an evidence base for nonprobability sample sizes. Field methods, 29(1), 3-  
18 22.  
19 • Hennink, M. M., Kaiser, B. N., & Marconi, V. C. (2017). Code saturation versus meaning  
20 saturation: how many interviews are enough? Qualitative health research, 27(4), 591-  
21 608.  
22 • Francis, J. J., Johnston, M., Robertson, C., Glidewell, L., Entwistle, V., Eccles, M. P., &  
23 Grimshaw, J. M. (2010). What is an adequate sample size? Operationalising data  
24 saturation for theory-based interview studies. Psychology and health, 25(10), 1229-  
25 1245.  
26 • Ramsden, J. (2016). Semi-structured interviews: How many interviews are enough?  
27 James Ramsden.com.  
28 • Squire, C. M., Giombi, K. C., Rupert, D. J., Amoozegar, J., & Williams, P. (2023).  
29 Determining Appropriate Sample Size for Qualitative Interviews: Code Saturation.  
30 JMIR, 26.

31 *Additionally, numerous further publications can be found by searching for "how many*  
32 *interviews are enough?" in Google Scholar and clarifying the information independently.*

## 33 **Literature Review(s)**

- 34 • Libório, M. P., Martins, C. A. P., Laudares, S., & Ekel, P. I. (2023). Method of preparing  
35 an international and national literature review for novice researchers. MethodsX, 10,  
36 102165.

## 37 **Software**

### 38 **Software for Visualising Literature Review**

- 39 • VOSviewer (free of charge software)

### 40 **Software for Quantitative Analysis**

1 • The university offers you a free student version of JMP. For more information, check on  
2 your own or ask the IT department.

3 • You can also use the free Jamovi (it closely resembles the paid SPSS).

#### 4 **Software for Qualitative Analysis**

5 • Excel, Atlas.ti (the university offers you a free version. For more information, check on  
6 your own or ask the IT department).

#### 7 **APA7 Rules**

##### 8 **In English**

9 • <https://apastyle.apa.org/style-grammar-guidelines/references/examples>

10 • Consultations (also via Zoom) at the Writing Lab, University of St. Gallen

##### 11 **In German**

12 • [Die-deutschen-APA-Richtlinien-7-Auflage-Scribbr.pdf](#)

13 • Consultations (also via Zoom) at the Writing Lab, University of St. Gallen

#### 14 **EndNote**

15 • Free of charge licence for HSG students. For more information, check on your own or  
16 ask the IT department.

#### 17 **Choosing Graphs**

18 • <https://infogram.com/blog/choose-the-right-chart/>

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