

**Rules and guidelines: Supervised Bachelor's and Master's theses by
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Initial communication – documents and further information

1. Please send your supervision requests jointly to Professor Dr. Andreas Blumer (andreas.blumer@unisg.ch and andreas.blumer@ch.ey.com, please use both emails) and Dr. Iva Mihaylova (iva.mihaylova@unisg.ch).

2. When you contact us for the first time, please send:

- a. A complete and up-to-date curriculum vitae in English or German.
- b. Grade transcripts showing all grades from your previous studies. If you are a Master's student, this means a current Master's transcript, as well as Bachelor's and Assessment Level transcripts from the HSG, if applicable.
- c. A reading sample, such as a thesis, term paper or Bachelor's thesis that you have written as the sole author.
- d. Your motivation for writing your Bachelor's or Master's thesis with us.
- e. The period during which you would like to write your Bachelor's or Master's thesis and the number of hours you plan to dedicate to it per week. Please note that, according to the HSG rule, 1 ECTS equates to 30 hours of work.
- f. Please read the supervision rules to ensure you understand the workflow and its content.

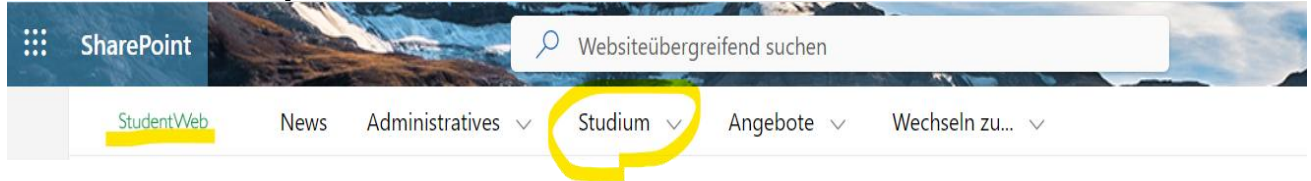
3. If you would like to suggest your own topic, please explain your idea in an attachment to your first email. This gives you a better chance of receiving a positive response than if you expect us to provide you with a topic. When describing your idea, please use the draft template that all students should use when writing a thesis under our supervision. However, before doing so, please read the section below entitled 'What kind of topics can be developed as part of a bachelor's or master's thesis?' to ensure that your proposed topic is acceptable.

4. Please contact us only if you want to write your Bachelor's or Master's under our supervision and not if you have the strategy to contact **many professors at the same time. However, our experience shows that we should explicitly request you to state in your initial email.**

- a. Please only contact us if you wish to undertake a Bachelor's or Master's degree under our supervision. Do not contact us if you intend to approach multiple professors simultaneously. Based on our experience, we must explicitly request that you state this in your initial email.
- b. Whether you have contacted, or plan to contact, other professors regarding the supervision of your thesis at the same time as us.
- c. Whether we are your first choice for supervising your thesis.
- d. Whether you promise not to contact other professors for supervision while we are considering your case.
- e. Please include an explicit answer to these questions in your email.

5. Please note that, unless we have agreed otherwise, you should submit your research proposal (see the rules below) and sign the supervision form **within five weeks** of the initial communication. If you do not meet this deadline and we have not made other arrangements, we will automatically close your file. This means that we will not work together on your thesis.

6. Please carefully read about all rules and deadlines in HSG's Intranet



<https://universitaetstgallen.sharepoint.com/sites/PruefungenDE/SitePages/en/Bachelor-Arbeit.aspx>

<https://universitaetstgallen.sharepoint.com/sites/PruefungenDE/SitePages/en/Master-Arbeiten.aspx>

If no information is available in Intranet, you should contact the administration.

Our subject areas

You can write your Bachelor's or Master's thesis with us in the following areas:

- Accounting for banks and insurers
- External and internal audit and internal control
- Governmental supervision system of the financial industry
- Risk management and control
- Corporate governance of financial institutions
- Current issues in the context of regulatory requirements for financial institutions, e.g. money laundering prevention, investment suitability, capital adequacy requirements, risk distribution requirements and liquidity requirements.
- Other current issues in the financial industry (e.g. cross-border issues, tax issues, innovation, AI, outsourcing).
- Sustainability accounting and reporting at banks, insurers and asset managers, including investment funds, and the use of ratings and avoidance of greenwashing.
- Human capital management in financial institutions
- Political economy and financial institutions
- A topic proposed by you that falls within our area of expertise. Please read the section on acceptable topics below.

What kind of topics should be developed as part of a bachelor's or master's thesis?

When students suggest their own topic, they often only provide a literature review. This is not permitted by HSG. However, if current literature is available, a literature review should form part of your thesis and inform the development of your research questions. Below is an example of an unacceptable topic (this is merely a literature review). Furthermore, the topic has been thoroughly explored).

"My proposed topic aims to take an exploratory approach within the area of Behavioral Accounting. Specifically, I would like to investigate the presence of cognitive biases (such as confirmation bias or overconfidence) in two major accounting scandals, one before and one after the implementation of the Sarbanes-Oxley Act (SOX). The goal would be to analyze how regulatory measures like SOX may have influenced audit reporting and decision-making processes. The thesis would rely on the analysis of secondary literature and psychological models and aims to generate hypotheses for future research".

Against this background, **four main types of empirical topics are feasible** to be developed as part of a bachelor's or master's thesis.

Content analysis-based thesis – It consists of coding disclosures (for example, on a scale of 0, 0.5 or 1 against some objective rules). Currently, we offer these topics on the new platform <https://businessplatform.unisg.ch/> as they are the most straightforward. Furthermore, we provide an introduction and examples of what should be done at a meeting lasting about one hour. Please note that we will only help you with this topic if you are serious about writing on it under our supervision, rather than out of general interest, as it is scarcely covered in curricula.

Example: you can download from [EDOK - Home](#) and read the master's thesis of Robert Haun and/or Felix Aschenbrenner. Both of them are based on content analysis.

Interview-based thesis – It builds on interviews for which you find interview partners **at the stage** of writing the research proposal, and **not after** the official start of writing the thesis. Please include a list of specific interview partners in the research proposal that you send us for the first supervision meeting (see the section on 'Supervision meetings regarding the thesis'). Unfortunately, **we cannot assist you in finding interview partners**. However, many students have successfully found interview partners via **LinkedIn, HSG clubs, their own networks, HSG's Facebook page**, etc. After the start of the thesis writing process, we can provide you with many good materials and examples (including good theses that we have supervised), which you are free to use. If you are interested in receiving this Helpdesk package by email, please contact us **after** you have started writing your thesis.

Example: you can download from [EDOK - Home](#) and read the bachelor thesis of Pascal Hasler or Melvin Imhof.

Case study-based thesis – As part of this type of thesis, you will develop a case study. It is highly relevant to clarify in advance, at the stage of writing the research proposal and not after the official start of the thesis registration, with the organisation of your choice whether it agrees to participate and, if so, under what conditions. Among the relevant questions that you must clarify are: Does your organisation want your thesis to be anonymous and confidential?

Quantitative analysis thesis – As part of this type of thesis, you will use quantitative methods to answer your research question(s). In addition to being **familiar with the methods**, please be aware that **you must check if data are available for your topic**.

Of course, theses that use mixed methods are also welcome.

Important: We emphasise the standard HSG practise that is beyond the scope of the supervision to teach you any research methods (for instance, case study methods, quantitative methods, interviewing, etc.), to assist you in details like writing you interview questions, programming, citations, scientific writing, or work closely with you on the analysis. You should either learn independently or have attended courses that cover this content. However, as indicated above, we provide helpdesk materials and good examples, as well as helping with the definition of the initial topic (including publishing ideas on the new platform <https://businessplatform.unisg.ch/>) and discussing risks. Supervision to ensure smooth cooperation.

Important: Before you can register your thesis on the new platform <https://businessplatform.unisg.ch/>, you must write a research proposal in the format below, incorporating our potential feedback. For all milestones, see Supervision

meeting (see the 'Supervision meetings regarding the thesis' section and Table 'Summary of the whole supervision process and workflow').

Content and structure of the research proposal

Language: English or German. Length: 4-8 pages

Aim: The research proposal should provide an initial overview and clarity about the content and structure of your Master's thesis.

Title: The title of the thesis should reflect the research question. The final title that we agree on as part of **Milestone 1 (see the 'Supervision meetings regarding the thesis' section and Table 'Summary of the whole supervision process and workflow')** should be registered after this Milestone 1 meeting on the new platform <https://businessplatform.unisg.ch/>. When you submit your thesis, the title must be the same on the new platform. If you need to change your title for any reason, you must write to your supervisor to justify the necessity of the change. Do not involve your co-supervisor in this process.

Problem statement and problem description: The intended problem should be set out in the **problem statement** (Problemstellung) as precisely as possible, drawing on scholarly literature and other sources. The **problem description** (Fragestellung) should explain the subject area and demonstrate the context in which the research topic is being considered. It should also explain why the problem is relevant from scientific and application-oriented perspectives. Specifically, it must point out the scientific research gap/motivation (e.g. comparable work in the research field has not yet considered the intended task) and the practical relevance (e.g. potential applications in companies according to studies, surveys and literature sources). Concerning the research gaps, it is helpful to read: Miles, D. A. (2017, August). A taxonomy of research gaps: Identifying and defining the seven research gaps. In *Doctoral student workshop: finding research gaps-research methods and strategies*, Dallas, Texas (Vol. 1, pp. 1-10).

Research question: The research question clearly and unambiguously sets out what is to be investigated. It should only be defined as broadly as necessary, but as narrowly as possible. It forms the basis for the content of the thesis.

Working questions (if any): The working questions should help answer the research question. The working questions divide the research question into sub-questions and serve to answer them. Each working question should be answered by at least one concrete (partial) result (e.g. evaluation of a survey, regression analysis, text analysis, etc.). The focus should be on a few essential questions. The whole structure of the thesis and the research proposal should follow the research and working questions.

Literature review: A short literature review (for instance, ½ page) with key references. Please do not provide lists of references at the end of the document which are not discussed in the main text of the research proposal. The idea is you to present the literature to the reader.

Methodological approach: The methodological approach describes in detail the scientific procedure for writing the thesis. For each research/working question, it should be specifically explained how it is to be addressed and how the desired (partial) result is to be achieved. Use existing literature to guide your methodological approach. You should be concrete and realistic. Please always check if you can secure interview partners on your own before contacting us, and write a concrete list of people who agree to give you an interview. **It is not permissible to claim in the proposal that you will conduct interviews without any check**

in advance, which you certainly should do before contacting us. If you state that you rely on interviews and you are not 100% sure that you will get them, you should explain what you will do as an alternative to them if it happens so that your interview partners do not give you interviews. The idea is you to assess all risks, take responsibility for them, think about solutions and avoid deadlocks that you later should resolve independently. Therefore, it is good to check if you have (enough) data. If you rely on interview partners, you should be sure that they will participate. Please note that we do not search or provide interview partners.

Our experience shows that we must emphasise that you must **complete and explain** in the research proposal all these checks **before** Milestone 1. in the section “Supervision meetings regarding the thesis”.

Expected results: The expected results of applying the methodological approach to the research question should be described here as specifically as possible. An outlook should be given for each research question in which form the expected (partial) result would be presented (e.g. evaluation of a survey, table with statistical test results, figure, programme code, etc.).

Outline structure: The rough outline must be completed up to the second level.

Short bibliography: The bibliography contains relevant publications that have been identified up to the submission of the disposition. In addition to basic specialist literature on the subject area, this includes in particular articles from specialist journals.

Timetable with milestones: The timetable includes the most important milestones of the work for scheduling purposes and approximately when then are planned to be achieved.

Administrative rules regarding your study programme

Please consult the rules for your program in Intranet, StudentWeb. In case of doubt, please ask bachelor at unisg.ch or master at unisg.ch, depending on your case. In addition, you can ask the programme committee of your programme.

Administrative rules regarding your study programme

Please consult the rules for your program. In case of doubt, please ask bachelor at unisg.ch or master at unisg.ch, depending on your case. In addition, you can ask the programme committee of your programme. This information is either written in Intranet or available if you write an email to the administration. Please ask them and not us as they have this competence.

Length/Further rules regarding your thesis:

Please consult the rules for your program. In case of doubt, please ask bachelor at unisg.ch or master at unisg.ch, depending on your case. In addition, you can ask the programme committee of your programme.

Layout of the thesis

The following main criteria apply to the layout of the research proposal and your thesis:

- Citation style APA7
- HSG has an official template in English and German
<https://universitaetstgallen.sharepoint.com/sites/PruefungenDE/SitePages/en/Bachelor-Arbeit.aspx>
- <https://universitaetstgallen.sharepoint.com/sites/PruefungenDE/SitePages/en/Master-Arbeiten.aspx>
- Arial, Times New Roman, 11 or 12 pt.

- Line spacing 1.3-1.5
- Page setup – use the defined setup in the template in Intranet (top/left/right 2.5 cm, bottom 2 cm)

Useful links

Theses (Bachelor and Master)

Decrees of the University of St.Gallen

EDOK - Home A list of submitted theses

Supervision meetings regarding the thesis

All supervision meetings are voluntary and optional. They require time and bilateral preparation in advance, rather than at the last moment.

Below, we provide information on how to organise such meetings efficiently. Students should contact us to arrange a meeting and allow sufficient time for us to respond. Meetings cannot normally be organised at short notice. We require at least one to three weeks' advance notice.

Supervision meetings are used to discuss milestones and a small number of focused, relevant questions that you send us in advance. For clarity, a small number of clusters with themes that include a large number of sub-questions is not appropriate and will not be considered.

Between meetings, students work independently. Based on our experience, it is important to note that there should normally be several months between meetings.

We will not consider expectations that we organise intensive feedback/supervision meetings at a high frequency, for instance weekly, because you wish to submit urgently within several weeks.

Sending us a large number of questions or questions that show you have not undertaken any research implies that you are not prepared for a supervision meeting and hence no meeting will be organised.

First, you must conduct further independent research, and then reduce the number of questions to a manageable amount.

Organisation of supervision milestones when the main element of the thesis is empirical quantitative research, content analysis or a case study

This example is based on our experience and the fact that if some of the proposed intermediate steps are skipped and/or items in the table below are not provided by the student, it may be difficult/impossible for us to understand you.

Milestone	Description
Initial Email correspondence	Initial communication by email
1. Supervision meeting (Milestone 1)	<ol style="list-style-type: none"> 1. Discussion of the research proposal 2. Registration of your thesis on the new platform https://businessplatform.unisg.ch/ after (and not before) the meeting 3. Discussion of next steps, in particular that you should prepare the items and milestones in the table if you want to attend a supervision meeting.

2. Supervision meeting (Milestone 2)	<p>Discussion of approximately 50-60% of the written draft thesis</p> <p>Materials that the student must proactively send (in one Word document) before a request for a meeting:</p> <ol style="list-style-type: none"> 1. Bullet points of research and working questions if any 2. A draft literature review with enough detail (it does not need to be the final one that will be submitted as part of the thesis). This should be explained as text and preferably as a table/tables at the end of the literature review. 3. Written draft of section "Data and methods" 4. Written draft of section "Empirical results" <p>Note 1: there should be clear and easily visible logic and coherence between points 1, 2, 3 and 4 in the submitted materials (roter Faden in German). It is worth reading and using for any literature review that you will write</p> <p>Note 2: Libório, M. P., Martins, C. A. P., Laudares, S., & Ekel, P. I. (2023). Method of preparing an international and national literature review for novice researchers. <i>MethodsX</i>, 10, 102165.</p>
3. Supervision meeting (Milestone 3)	<p>Discussion of the draft bachelor/master thesis after the student sends a draft (in one Word document) with 70-80% of the final text.</p> <p>We are not supposed to read additional files and try to orientate on our own what exactly you do.</p>

Please note that no feedback is provided on the same material more than once, as this would constitute close co-authorship rather than supervision.

Organisation of supervision milestones when the main elements of the thesis are interviews

This example is based on our experience and the fact that if some of the proposed intermediate steps are skipped and/or items in the table below are not provided by the student, it may be difficult/impossible for us to understand you.

Milestone	Description
Initial Email correspondence	1. Initial communication by email
1. Supervision meeting (Milestone 1)	<ol style="list-style-type: none"> 2. Discussion of the research proposal 3. Registration of your thesis on the new platform https://businessplatform.unisg.ch/ after (and not before) the meeting 4. Discussion of next steps, in particular that you should prepare the items and milestones in the table if you want to attend a supervision meeting.
2. Supervision meeting (Milestone 2)	<p>Discussion of proposed questions by the student for the interview/survey, mandatory based on the scholarly literature</p> <p>Materials that the student must proactively send (in one Word document) before a request for a meeting:</p>

	<ol style="list-style-type: none"> 1. Bullet points of research and working questions if any 2. A Draft literature review with enough detail (it does not need to be the final one that will be submitted as part of the thesis). From the literature review should become clear why certain questions are proposed in the questionnaire. This should be explained as text and preferably in a table like the example in Figure 1 below. 3. Proposed questionnaire with questions and how they will be measured (Likert scale, yes/no, 0/1, qualitative etc). <p>Note 1: there should be clear and easily visible logic and coherence between points 1, 2 and 3 in the submitted materials (roter Faden in German).</p> <p>It is worth reading and using for any literature review that you will write</p> <p>Note 2: Libório, M. P., Martins, C. A. P., Laudares, S., & Ekel, P. I. (2023). Method of preparing an international and national literature review for novice researchers. <i>MethodsX</i>, 10, 102165.</p>
3. Supervision meeting (Milestone 3)	<p>Discussion of the draft bachelor/master thesis after the student sends a draft (in one Word document) with 70-80% of the final text.</p> <p>We are not supposed to read additional files and try to orientate on our own what exactly you do.</p> <p>The final draft that you will submit to the administration must contain all transcribed interviews. We should know the names and contact information of all interview partners. If you decide to anonymise the interview partners, then the final thesis that you will submit should not contain this information (but you need to provide the referee and co-referee with a list of the names).</p>

- 1 **Please note that no feedback is provided on the same material more than once, as**
- 2 **this would constitute close co-authorship rather than supervision.**
- 3 Against the background of the above-mentioned workflow, the optional supervision meetings
- 4 should have the following timeline:
- 5 **Table: Summary of the whole supervision process and workflow**

Email correspondence	1. Supervision meeting (milestone 1)*					
Pre-kick-off online meeting if necessary	Registration** of the thesis on the HSG platform after this milestone 1 meeting (and not before it)	Months of independent work	2. Supervision meeting (milestone 2)*	Months of independent work	3. Supervision meeting (milestone 3)*	Submitting of the thesis on the HSG platform
Writing and sending a research proposal (for further details, see the respective section)						

- 6 ***After a feedback meeting, please do not send us your updated thesis or the parts we**
- 7 **discussed with the question of whether we can read it all again and provide feedback**
- 8 **on whether you have integrated our suggestions sufficiently and whether there are any**
- 9 **remaining issues. Correcting the same material multiple times goes beyond the scope**
- 10 **of supervision and enters the realm of close co-authorship and evaluation. As**

mentioned in the 'Evaluation of your thesis' section, it is beyond the scope of supervision to discuss evaluation-related questions.

****Mandatory registration of your thesis on the new platform**

If we agree to supervise your thesis, please register your thesis on the new platform* Meine Abschlussarbeit - Kundenservice on the same day, on which we meet with you regarding our 1. meeting in the section "Supervision meetings regarding the thesis". Please do **not** register your thesis on the new platform <https://businessplatform.unisg.ch/> before we meet for the first time as we could adapt the title and parts of the proposal during the meeting. Regarding the options for oral presentation, see information further below. All information about the platform is available in Intranet, StudentWeb, where the information for writing the thesis is provided.

The purpose of supervision meetings is to provide and receive feedback on a limited number of relevant issues. Students should prepare for these meetings and work independently. Please note that if you skip the second supervision meeting (milestone 2) and wish to discuss the content of the third supervision meeting (milestone 3) directly, you will not be allowed a longer third meeting or longer email correspondence. In other words, if you skip milestone meeting 2 and go straight to milestone meeting 3, you will not be given more supervision time.

Please note that if you have decided to submit your thesis on a certain date, you cannot expect us to align our schedule with yours or hurry supervision meetings, etc., just because you have decided to hurry. This means that you should plan your time proactively and in good time to avoid time pressure. Furthermore, please inform us well in advance of your plans. Ideally, you should include your timeline in the research proposal and adhere to it.

Figure 1

Vertrauen:

	Elmasry et al. (2022)	Eriksson (2008)	Hollensen et al. (2023)	Khurana (2022)	Koohang et al. (2023)	Mystakidis (2022)	Ooi et al. (2023)	Park (2021)	Zealelem (2021)
F 2.1	S. 46	-	S. 119	-	S. 748	S. 487 / 489 / 494	S. 1836 / 1837 / 1842	●	●
F 2.2	S. 46	-	S. 119	-	S. 748 / 754	S. 486 / 494	S. 1830 / 1838	●	●
F 2.3	S. 55 / 56	-	-	-	S. 754 / 755	S. 486 / 492	-	●	●
F 2.4	S. 50	-	-	-	S. 756	S. 493	S. 1842	-	-
F 2.5	S. 46	-	S. 119	-	S. 754	S. 494	S. 1838	-	-
F 2.6	-	-	-	-	S. 737	-	S. 1834 – 1836	●	-
F 2.7	S. 6 / 8 / 26 / 37	-	S. 119	-	S. 743 / 754	-	S. 1835	●	-
F 2.8	S. 46	-	S. 123	●	S. 737 / 755	-	S. 1834 / 1836	●	●
F 2.9	S. 50	-	S. 121 / 122	●	S. 740 / 743 / 747	S. 492	S. 1835	-	●
F 2.10	S. 46 / 52	-	S. 123	-	S. 737 / 739 / 747 / 758	-	S. 1835 / 1836	-	-
F 2.11	-	S. 31 – 39	-	-	-	-	-	-	-
F 2.12	S. 46 / 52	-	S. 123	-	S. 737 / 739 / 747 / 758	-	S. 1835 / 1836	-	-

Note: F 2.1-2.12 are interview questions. These references were discussed **before** providing the table.

Further information

Frequently explained issues and further information

1. The student is responsible for independently and promptly informing themselves about all relevant issues regarding their Bachelor's or Master's thesis, and for adhering to all HSG rules (including, but not limited to, relevant legal information at Bachelor's and Master's level, plagiarism, scientific writing, citation rules and deadlines).
2. The student must be proactive in planning their time so that they attend regular feedback meetings during the supervision period and inform their supervisor of all circumstances relevant to the supervision.
3. If you prefer, you are welcome to work intensively on your own topic and submit your thesis at a time that suits you, even after one week or one month. However, please note that this is your personal choice. We cannot organise urgent feedback meetings to align with your preferences if you are in a hurry to submit.
4. Bearing in mind the above, we do not offer a second supervision meeting (or a third supervision meeting if you did not attend the second supervision meeting) as described in the section 'Supervision meetings regarding the thesis' within the last 1.5 months before thesis submission. This is because there is little time left for you to integrate our feedback and you have already produced substantial content. Contacting us at this stage would require further urgent meetings and explanations in all cases. Furthermore, at least 1–1.5 months should elapse between the second and third supervision meetings. Supervision Meeting, during which you should work independently. However, you can still ask short questions that are not covered by these rules in the last 1.5 months before submitting your thesis.
5. Based on our experience, we should explain that if we email the student during the supervision period or within three months of submitting the thesis, they should respond within ten working days.
6. A signed declaration of independence must accompany all academic work at the University of St. Gallen.
7. If you receive help from third parties (e.g. consultations or translations), this must be approved by us before the supervision process begins and clearly marked as such in your thesis.
8. If you are conducting interviews for your Bachelor's or Master's thesis, you must provide us with the interview transcripts during the supervision process. Two weeks before submitting your thesis, you must provide us with the final version of the interview transcripts. Please note that at HSG, if they are not confidential, interview transcripts must be submitted as an appendix to the thesis. Please note that we cannot accept any responsibility for your data and interviews. We are only responsible for checking that they exist and are properly documented.
9. If you are conducting qualitative or quantitative research, you must provide us with your data and programming code (where applicable) during the supervision process. Two weeks before submitting your thesis, you must provide us with the final versions of your data and programming code, as well as the names and contact information of your interview partners and any other primary data. If you cannot meet this deadline, we can arrange an extension by mutual agreement. The data must be prepared in such a way that a person with no prior knowledge can replicate it. This should include a clear workflow showing what you did, sources with page numbers, coded data, etc. We can discuss this if you have any questions.
10. If you plan to publish your thesis, please inform us before the start of the supervision or at any time thereafter, and ask us if we agree to participate in your planned activities. Potential publication requires additional considerations that we need to discuss.

Evaluation of your thesis

During the supervision process, you must not ask questions of the following type: 'If I do X, will you grade me better/worse?', 'Is a certain aspect fine?'. In general, you may not ask us any questions that require our judgement regarding the grading of your work.

To help you, the University of St. Gallen provides a grading scheme/raster for already submitted written theses on the Intranet (StudentWeb, see section "Initial communication – documents and further information"). This may help you to understand what to pay attention to when writing your thesis, so that you do not have to ask us for feedback on how you would be graded on a specific element of the marking scheme.

In this grading scheme, you will see that your language skills will be graded. We therefore advise you to write your thesis in English or German, depending on which language you are more comfortable with.

Bachelor's degree students should present their thesis during the supervision period or after submitting it. The presentation can be graded or not graded. If you would like us to grade the presentation, we provide our grading criteria below. Your written Bachelor's thesis will be graded according to the grading scheme/raster on the Intranet (see above for details).

Important: Bachelor's students, please proactively contact us to schedule your presentation, depending on the option agreed upon and written in the signed supervision form.

Criteria
A. Structure and content - Meaningful topic and focus. Explained why we should care about this topic. - Structure (e.g. introduction, overview, main section, conclusion). - Balanced presentation of the most important contents. - Transparency of the objective. - Common thread of the content (comprehensible, supporting understanding). - Time management (Duration of the presentation: max. 15 minutes).
B. Discussion - Precise, logical and qualified answers to questions.
C. Linguistic and technical aspects of the presentation - Correct and understandable language (incl. slides. It is up to you how many slides you will prepare). No grammar, punctuation or orthographical errors on the slides. - Fluent speaking. Free speaking (not just reading the slides). - Persuasiveness. - Meaningful and balanced use of presentation media.

Use of artificial intelligence

The HSG's rules regarding the mandatory declaration of the use of artificial intelligence in theses are constantly evolving. If you are in any doubt, please check the website or contact the relevant department at unisg.ch. It is your responsibility to ensure that you follow the most recent rules.

Submitting your thesis

Please follow the rules explained on the Intranet. Do not send us your thesis. The administration will officially forward your thesis to us.

- 1 **Checklist: Before submitting your thesis:**
- 2 You can optionally go through the following checklist on your own, without involving us.
- 3 Please note that you are not allowed to interview us or ask for our opinion based on the
- 4 checklist.

Structure and logic	yes/no
<p>Does the thesis as a whole address the research question?</p> <p>Are the individual sections of the thesis organised and structured in a meaningful way?</p> <p>Is the structure of the thesis as a whole logical and meaningful?</p> <p>Are the chapters clearly delineated and distinguishable from one another in terms of content?</p> <p>Do the chapter titles accurately reflect the content of the subsequent text?</p> <p>Does the structure of the chapters make sense?</p> <p>Does each section or paragraph contain a core statement?</p> <p>Does each section/paragraph have a clear train of thought? Are the sentences logically organised?</p> <p>Are the transitions between sections, subsections, and chapters smooth and logical?</p> <p>Is the length of each section and paragraph appropriate?</p> <p>Is the number of sub-chapters appropriate?</p> <p>Have you checked that you use the same terms consistently throughout the text? It is advisable to avoid using different synonyms for the same key concepts within the text.</p> <p>Does your introduction have a triangular structure, explaining the broader context and the research gap you are addressing, and outlining your research questions and the structure of your thesis, with key references from the related literature?</p> <p>Does your abstract follow the conventional steps provided in the 'Student Optional Self-Help Desk'?</p> <p>Have you ensured that the theoretical section is no longer than half of your thesis and is directly relevant to your research topic, focus, and research (working) questions? Refer to the section on the research proposal if you are unsure about the difference between research questions and working questions. Please note that you are not obliged to have working questions. Sometimes it is fine to have one or more research questions. Any thesis must address at least one research question, but may have no working questions.</p>	
B. Formal aspects	yes/no
<p>Is the thesis complete, including the cover page, table of contents and bibliography?</p> <p>Is the table of contents up to date?</p> <p>Do the citations adhere to the HSG guidelines for accurate referencing?</p> <p>Is the bibliography complete and accurate?</p> <p>Are the figures and tables correctly labelled?</p> <p>Are the lists of figures and tables correct and complete?</p> <p>Is the list of abbreviations necessary and complete?</p> <p>Are external ideas appropriately indicated (i.e. cited and sourced)?</p> <p>Have you used direct and indirect quotations and paraphrases?</p> <p>Is the relationship between your text and the quotations correct?</p> <p>Are longer direct quotations explained? Does the transition between text and quotation flow logically?</p> <p>Have you checked that you have included all the aids you have used in the annexe for aids used (Hilfsmittelverzeichnis)?</p> <p>Did you send us your data, software code and the names and contact details of your interview partners before submitting? Have you received our confirmation that they are fine?</p> <p>Did you use the HSG thesis template? See the previous pages for details.</p> <p>Did you use the recommended layout, line spacing and font size?</p>	

Have you declared the use of artificial intelligence in accordance with the most recent HSG rules? Have you properly disclosed in your thesis declaration any help received from third parties (proofreading, counselling, feedback, etc.)?	
C. Language and writing style	yes/no
<p>Is the wording clear and easy to understand?</p> <p>Are the main headings and subheadings meaningful and unambiguous?</p> <p>Are the syntax of the main and subheadings consistent?</p> <p>Has the grammar been checked, paying particular attention to case, complete sentences and plural/singular verb agreement?</p> <p>Has the spelling been checked and is it correct?</p> <p>Is the sentence structure and choice of words varied?</p> <p>Is the language used appropriate for the topic and target audience?</p> <p>Is the terminology factual and rational? Is the text free of judgemental terms and metaphors?</p> <p>Have superfluous and meaningless filler words been removed?</p> <p>Have unnecessary passive sentences been avoided?</p> <p>Have important terms that may be unfamiliar to the educated reader been explained?</p> <p>Have long sentences been checked and eliminated? Ideally, sentences should be around 25 words long.</p> <p>Do your paragraphs have a meaningful length of 200–350 words? Of course, shorter or slightly longer paragraphs are fine if they occur sporadically and help to convey your train of thought. However, our experience shows that it is not acceptable to have pages consisting of many short paragraphs or a single long paragraph. The latter is too long.</p> <p>Have you contacted the Writing Lab (https://www.unisg.ch/en/studium/studentguide/beratungsangebote/writing-lab/) for quick queries? They offer consultation appointments via Zoom.</p>	

1 Student optional self-help desk

2 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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4 Abstract of a thesis

5 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.

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

Methods

Quantitative methods

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

Marko, Sarstedt, and Mooi Erik. "A concise guide to market research the process, data, and methods using IBM SPSS statistics." (2019). <https://link.springer.com/book/10.1007/978-3-662-56707-4>

Qualitative methods

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

Gerring, John. *Case study research: Principles and practices*. Cambridge University Press, 2006.

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

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

Mixed methods

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

Transcribing Interviews

Aghamanoukjan, A., Buber, R., & Meyer, M. (2009). Qualitative interviews. *Qualitative Marktforschung: Konzepte–Methoden–Analysen*, 415-436.

Dresing, T., & Pehl, T. (2010). Transkription. *Handbuch qualitative Forschung in der Psychologie*, 723-733.

How many interviews are enough?

Gandy, K. (2024). How many interviews or focus groups are enough? *Evaluation Journal of Australasia*, 1035719X241266964.

Guest, G., Namey, E., & McKenna, K. (2017). How many focus groups are enough? Building an evidence base for nonprobability sample sizes. *Field methods*, 29(1), 3-22.

Hennink, M. M., Kaiser, B. N., & Marconi, V. C. (2017). Code saturation versus meaning saturation: how many interviews are enough?. *Qualitative health research*, 27(4), 591-608.

1 Ramsden, J. (2016). Semi-structured interviews: How many interviews are enough? *James*
2 *Ramsden. com. Retrieved January, 18, 2022.*

3 Literature review(s)

4 Libório, M. P., Martins, C. A. P., Laudares, S., & Ekel, P. I. (2023). Method of preparing an
5 international and national literature review for novice researchers. *MethodsX, 10*, 102165.

6 Software for visualising literature review

7 VosViewer (free of charge software)

8 Software for quantitative analysis

9 The university offers you a free student version of JMP, for more information, check on your
10 own or ask the IT department).

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

12 Software for qualitative analysis

13 Excel, Atlas Ti (the university offers you a free version, for more information, check on your
14 own or ask the IT department).

15 APA7 rules

16 In English

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

18 Consultations (also via ZOOM) at the Writing Lab University of St Gallen

19 In German

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

21 Consultations (also via ZOOM) at the Writing Lab University of St Gallen

22 Endnote

23 Free of charge license for HSG Students, for more information, check on your own or ask
24 the IT department).

25 Choosing graphs

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

27