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Rules and Guidelines

Supervised Bachelor's and Master's Theses

by

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and

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Contact Information

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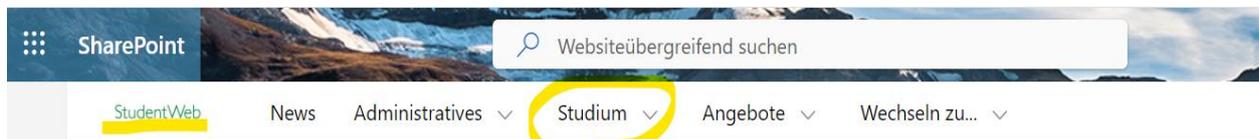
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30 Initial Communication – Documents and Further Information

- 31 1. Please send your supervision requests jointly to Professor Dr. Andreas Blumer
32 (andreas.blumer@unisg.ch and andreas.blumer@ch.ey.com – please use both email
33 addresses) and Dr. Iva Mihaylova (iva.mihaylova@unisg.ch).
- 34 2. When you contact us for the first time, please send:
 - 35 a. A complete and up-to-date curriculum vitae in English or German.
 - 36 b. Grade transcripts showing all grades from your previous studies. If you are a
37 Master's student, this means a current Master's transcript, as well as Bachelor's
38 and Assessment Level transcripts from HSG, if applicable.

- 1 c. A writing sample, such as a thesis, term paper, or Bachelor's thesis that you have
2 written as the sole author.
- 3 d. Your motivation for writing your Bachelor's or Master's thesis with us.
- 4 e. The period during which you would like to write your Bachelor's or Master's thesis
5 and the number of hours you plan to dedicate to it per week. Please note that,
6 according to HSG rules, 1 ECTS equates to 30 hours of work.
- 7 f. Please read the supervision rules to ensure you understand the workflow and its
8 content.
- 9 **3.** If you would like to suggest your own topic, please explain your idea in an attachment
10 to your first email. This gives you a better chance of receiving a positive response than
11 if you expect us to provide you with a topic. When describing your idea, please use the
12 draft template that all students should use when writing a thesis under our supervision.
13 However, before doing so, please read the section below entitled 'What kind of topics
14 can be developed as part of a bachelor's or master's thesis?' to ensure that your
15 proposed topic is acceptable.
- 16 **4.** Please contact us only if you intend to write your Bachelor's or Master's thesis under
17 our supervision, not if your strategy is to contact many professors simultaneously.
18 Based on our experience, we must explicitly request that you state the following in your
19 initial email:
 - 20 a. Please confirm that you wish to undertake a Bachelor's or Master's thesis under our
21 supervision. Do not contact us if you intend to approach multiple professors
22 simultaneously. Based on our experience, we must explicitly request that you state
23 this in your initial email.
 - 24 b. Whether you have contacted, or plan to contact, other professors regarding the
25 supervision of your thesis at the same time as us.
 - 26 c. Whether we are your first choice for supervising your thesis.
 - 27 d. Whether you commit not to contact other professors for supervision while we are
28 considering your case.
 - 29 e. Please include an explicit answer to these questions in your email.
- 30 **5.** Please note that, unless we have agreed otherwise, you should submit your research
31 proposal (see the rules below) and sign the supervision form within five weeks of the
32 initial communication. If you do not meet this deadline and we have not made other
33 arrangements, we will automatically close your file. This means that we will not work
34 together on your thesis.
- 35 **6.** Please carefully read all rules and deadlines on HSG's Intranet
36 <https://universitaetstgallen.sharepoint.com/>

37



38

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

40 Our Subject Areas

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

- 42 • Accounting for banks and insurers

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

16 What Kind of Topics Should Be Developed as Part of a 17 Bachelor's or Master's Thesis?

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

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

30 **Against this background, five main types of empirical topics are feasible for a**
31 **bachelor's or master's thesis:**

32 Content Analysis-Based Thesis

33 This type of thesis consists of coding disclosures (for example, on a scale of 0, 0.5, or 1 against
34 objective rules). Currently, we offer these topics on the new platform
35 <https://businessplatform.unisg.ch/> as they are the most straightforward.

36 *Example: You can download from EDOK - Home and read the master's theses of Robert*
37 *Hau, Felix Aschenbrenner, and Christoph Halwachs. They are based on content analysis.*

38 Interview-Based Thesis

39 This type of thesis builds on interviews for which you must find interview partners at the stage
40 of writing the research proposal, not after the official start of the thesis. Please include a list of
41 specific interview partners in the research proposal that you send us for the first supervision
42 meeting (see the section on 'Supervision meetings regarding the thesis'). Unfortunately, we

1 cannot assist you in finding interview partners. However, many students have successfully
 2 found interview partners via LinkedIn, HSG clubs, their own networks, HSG's Facebook page,
 3 etc.

4 *Examples: You can download from EDOK - Home. You can read*
 5 https://jebtonline.com/en/article/2738-7453_2024_5_1_28-44 *and Dembetembe, G.G.*
 6 *Organizational Responses to Institutional Complexity in the Artisanal and Small-Scale Mining*
 7 *Field. J Bus Ethics (2025). <https://doi.org/10.1007/s10551-025-06130-6>*

8 **Case Study-Based Thesis**

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

14 **Quantitative Analysis Thesis**

15 This type of thesis requires you to use quantitative methods to answer your research
 16 question(s). In addition to being familiar with the methods, please be aware that you must
 17 independently verify whether data are available for your topic and describe them with sufficient
 18 detail in your research proposal.

19 *Example: You can download from EDOK - Home and read the theses of Mauritius Klein,*
 20 *Thomas Noel, and Lennart Stichler.*

21 **Mixed Methods Thesis**

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

Important:

We emphasise that, in line with standard HSG practice, it is beyond the scope of supervision to teach you any research methods (for instance, case study methods, quantitative methods, interviewing, qualitative methods, etc.), to assist you with details such as writing your interview questions, programming, citations, or scientific writing, or to work closely with you on the analysis. You should either learn independently or have attended courses that cover this content.

23

Important:

Before registering 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 the 'Supervision meetings regarding the thesis' section and Table 'Summary of the whole supervision process and workflow'.

24

25 **Content and Structure of the Research Proposal**

26 **Language:** English or German. **Length:** 4–8 pages

27 **Aim:**

1 The research proposal should provide an initial overview and clarity about the content and
2 structure of your thesis.

3 **Title:**

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

11 **Problem Statement and Problem Description:**

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

23 **Research Question:**

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

27 **Working Questions (if any):**

28 The working questions should help answer the research question. They divide the research
29 question into sub-questions and serve to answer them. Each working question should be
30 answered by at least one concrete (partial) result (e.g., evaluation of a survey, regression
31 analysis, text analysis, etc.). The focus should be on a few essential questions. The entire
32 structure of the thesis and the research proposal should follow the research and working
33 questions.

34 **Literature Review:**

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

38 **Methodological Approach:**

39 The methodological approach describes in detail the scientific procedure for writing the thesis.
40 For each research/working question, it should be specifically explained how it is to be
41 addressed and how the desired (partial) result is to be achieved. Use existing literature to
42 guide your methodological approach. You should be concrete and realistic. Please always
43 verify whether you can secure interview partners on your own before contacting us, and
44 provide a concrete list of people who have agreed to give you an interview. It is not permissible
45 to claim in the proposal that you will conduct interviews without any prior verification, which
46 you certainly should do before contacting us. If you state that you rely on interviews and you
47 are not 100% certain that you will obtain them, you should explain what you will do as an
48 alternative if your interview partners do not give you interviews. The idea is for you to assess
49 all risks, take responsibility for them, think about solutions, and avoid deadlocks that you would

1 later need to resolve independently. Therefore, it is advisable to verify whether you have
2 (enough) data. If you rely on interview partners, you should be certain that they will participate.
3 Please note that we do not search for or provide interview partners.

Our experience shows that we must emphasise that you must complete and explain all these verifications in the research proposal before Milestone 1 (see the section 'Supervision meetings regarding the thesis').

4

5 **Expected Results:**

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

10 **Outline Structure:**

11 The rough outline must be completed up to the second level.

12 **Short Bibliography:**

13 The bibliography contains relevant publications identified up to the submission of the proposal.
14 In addition to basic specialist literature on the subject area, this includes in particular articles
15 from specialist journals.

16 **Timetable with Milestones:**

17 The timetable includes the most important milestones of the work for scheduling purposes and
18 approximately when they are planned to be achieved.

19 **Administrative Rules Regarding Your Study Programme**

20 Please consult the rules for your programme on the Intranet, StudentWeb. In case of doubt,
21 please contact bachelor@unisg.ch or master@unisg.ch, depending on your case. In addition,
22 you can ask the programme committee of your programme.

23 **Length/Further Rules Regarding Your Thesis**

24 Please consult the rules for your programme. In case of doubt, please contact
25 bachelor@unisg.ch or master@unisg.ch, depending on your case. In addition, you can ask
26 the programme committee of your programme.

27 **Layout of the Thesis**

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

29 • Citation style: APA7

30 • HSG has an official template in English and German:

31 [https://universitaetstgallen.sharepoint.com/sites/PruefungenDE/SitePages/en/Bachelor-
32 Arbeit.aspx](https://universitaetstgallen.sharepoint.com/sites/PruefungenDE/SitePages/en/Bachelor-Arbeit.aspx)

33 [https://universitaetstgallen.sharepoint.com/sites/PruefungenDE/SitePages/en/Master-
34 Arbeiten.aspx](https://universitaetstgallen.sharepoint.com/sites/PruefungenDE/SitePages/en/Master-Arbeiten.aspx)

35 • Font: Arial or Times New Roman, 11 or 12 pt

36 • Line spacing: 1.3–1.5

- 1 • Page setup: Use the defined setup in the template on the Intranet (top/left/right 2.5 cm,
2 bottom 2 cm)

3 Useful Links

- 4 Theses (Bachelor and Master): Decrees of the University of St. Gallen
5 EDOK - Home: A list of submitted theses

6 Supervision Meetings Regarding the Thesis

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

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

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

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

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

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

22 Organisation of Supervision Milestones for Empirical Quantitative 23 Research, Content Analysis, or Case Study

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

Milestone	Description
Initial Email Correspondence	Initial communication by email
Supervision Meeting (Milestone 1) <i>Duration: max. 30 min</i>	1. Discussion of the research proposal 2. Registration of your thesis on the new platform https://businessplatform.unisg.ch/ AFTER (and not before) this 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) <i>Duration: max. 30 min</i>	Discussion of approximately 50–60% of the written draft thesis Materials that the student must proactively send (in one Word document) before requesting a meeting: 1. Bullet points of research and working questions (if any)

	<p>2. A draft literature review with sufficient detail (it does not need to be the final one). This should be explained as text and preferably as a table/tables at the end of the literature review.</p> <p>3. Written draft of section "Data and Methods"</p> <p>4. Written draft of section "Empirical Results"</p> <p><i>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).</i></p> <p><i>Note 2: It is worth reading 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. MethodsX, 10, 102165.</i></p>
<p>3. Supervision Meeting (Milestone 3) <i>Duration: max. 30 min</i></p>	<p>Discussion of the draft bachelor's/master's 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 ourselves on what exactly you do.</p>

1

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

2

3 Organisation of Supervision Milestones for Interviews, Surveys, Case Study Method, or Mixed Method Approach

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

Milestone	Description
<p>Initial Email Correspondence</p>	Initial communication by email
<p>Supervision Meeting (Milestone 1) <i>Duration: max. 30 min</i></p>	<p>1. Discussion of the research proposal</p> <p>2. Registration of your thesis on the new platform https://businessplatform.unisg.ch/ AFTER (and not before) this meeting</p> <p>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</p>
<p>2. Supervision Meeting (Milestone 2) <i>Duration: max. 30 min</i></p>	<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 requesting a meeting:</p> <p>1. Bullet points of research and working questions (if any)</p> <p>2. A draft literature review with sufficient detail. From the literature review, it 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.</p> <p>3. Questionnaire with questions and how they will be measured (Likert scale, yes/no, 0/1, qualitative, etc.)</p> <p><i>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).</i></p>

	<p><i>Note 2: It is worth reading 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. MethodsX, 10, 102165.</i></p> <p>You can read this article to see an example of how to organise the interpretation of interviews.</p>
<p>3. Supervision Meeting (Milestone 3) <i>Duration: max. 30 min</i></p>	<p>Discussion of the draft bachelor's/master's 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 ourselves on what exactly you do.</p> <p>The final draft that you 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 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 this would constitute close co-authorship rather than supervision.

2

3 Summary of the Whole Supervision Process and Workflow

4 Against the background of the above-mentioned workflow, the optional supervision meetings
5 should follow the timeline below:



6

7 *After a feedback meeting, please do not send us your updated thesis or the parts we
8 discussed asking whether we can read it all again and provide feedback on whether you have
9 integrated our suggestions sufficiently and whether there are any remaining issues. Correcting
10 the same material multiple times goes beyond the scope of supervision and enters the realm
11 of close co-authorship and evaluation. As mentioned in the 'Evaluation of your thesis' section,
12 it is beyond the scope of supervision to discuss evaluation-related questions.

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

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

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

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

6 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	-	-

7

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

10 Further Information

11 Frequently Explained Issues and Further Information

- 12 1. The student is responsible for independently and promptly informing themselves about
 13 all relevant issues regarding their Bachelor's or Master's thesis and for adhering to all
 14 HSG rules (including, but not limited to, relevant legal information at Bachelor's and
 15 Master's level, plagiarism, scientific writing, citation rules, and deadlines).
- 16 2. The student must be proactive in planning their time so that they attend regular feedback
 17 meetings during the supervision period and inform their supervisor of all circumstances
 18 relevant to the supervision.
- 19 3. If you prefer, you are welcome to work intensively on your own topic and submit your
 20 thesis at a time that suits you, even after one week or one month. However, please
 21 note that this is your personal choice. We cannot organise urgent feedback meetings
 22 to align with your preferences if you are in a hurry to submit.
- 23 4. Bearing in mind the above, we do not offer a second supervision meeting (or a third
 24 supervision meeting if you did not attend the second supervision meeting) as described
 25 in the section 'Supervision meetings regarding the thesis' within the last 1.5 months
 26 before thesis submission. This is because there is little time left for you to integrate our

1 feedback and you have already produced substantial content. Contacting us at this
 2 stage would require further urgent meetings and explanations in all cases.
 3 Furthermore, at least 1–1.5 months should elapse between the second and third
 4 supervision meetings, during which you should work independently. However, you can
 5 still ask short questions that are not covered by these rules in the last 1.5 months
 6 before submitting your thesis. Please note that we are unavailable during vacation
 7 periods and on official holidays.

8 **5.** Based on our experience, we should explain that if we email the student during the
 9 supervision period or within three months of submitting the thesis, they should respond
 10 within ten working days.

11 **6.** A signed declaration of independence must accompany all academic work at the
 12 University of St. Gallen.

13 **7.** If you receive help from third parties (e.g., consultations or translations), this must be
 14 approved by us before the supervision process begins and clearly marked as such in
 15 your thesis.

16 **8.** If you are conducting interviews for your Bachelor's or Master's thesis, you must provide
 17 us with the interview transcripts during the supervision process. Two weeks before
 18 submitting your thesis, you must provide us with the final version of the interview
 19 transcripts. Please note that at HSG, if they are not confidential, interview transcripts
 20 must be submitted as an appendix to the thesis. Please note that we cannot accept
 21 any responsibility for your data and interviews. We are only responsible for checking
 22 that they exist and are properly documented.

23 **9.** If you are conducting qualitative or quantitative research, you must provide us with your
 24 data and programming code (where applicable) during the supervision process. Two
 25 weeks before submitting your thesis, you must provide us with the final versions of
 26 your data and programming code, as well as the names and contact information of
 27 your interview partners and any other primary data. If you cannot meet this deadline,
 28 we can arrange an extension by mutual agreement. The data must be prepared in such
 29 a way that a person with no prior knowledge can replicate it. This should include a
 30 clear workflow showing what you did, sources with page numbers, coded data, etc.
 31 We can discuss this if you have any questions.

32 **10.** If you plan to publish your thesis, please inform us before the start of the supervision
 33 or at any time thereafter, and ask us if we agree to participate in your planned activities.
 34 Potential publication requires additional considerations that we need to discuss.

35 Evaluation of Your Thesis

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

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

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

1 Bachelor's degree students should present their thesis during the supervision period or after
 2 submitting it. The presentation can be graded or not graded. If you would like us to grade the
 3 presentation, we provide our grading criteria below. Your written Bachelor's thesis will be
 4 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.

5

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. 10-15 minutes).

B. Discussion

- Precise, logical, and qualified answers to questions.

C. Linguistic and Technical Aspects of the Presentation

- Correct and understandable language (incl. slides). No grammar, punctuation, or spelling errors on the slides.
- Fluent speaking. Free speaking (not just reading the slides).
- Persuasiveness.
- Meaningful and balanced use of presentation media.

6 Please note that the presentation meeting is not a feedback meeting and has the only purpose
 7 you to present your thesis. **Optional**, ad hoc feedback/questions, especially if something is
 8 unclear to us, can be provided/asked. The duration of the meeting is 20 Minutes.

9 Use of Artificial Intelligence

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

14 Submitting Your Thesis

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

17 Checklist: Before Submitting Your Thesis

18 You can optionally go through the following checklist on your own, without involving us. Please
 19 note that you are not permitted to interview us or ask for our opinion based on the checklist.

20 A. Structure and Logic

- 21 • Does the thesis as a whole address the research question?

- 1 • Are the individual sections of the thesis organised and structured in a meaningful way?
- 2 • Is the structure of the thesis as a whole logical and meaningful?
- 3 • Are the chapters clearly delineated and distinguishable from one another in terms of
- 4 content?
- 5 • Do the chapter titles accurately reflect the content of the subsequent text?
- 6 • Does the structure of the chapters make sense?
- 7 • Does each section or paragraph contain a core statement?
- 8 • Does each section/paragraph have a clear train of thought? Are the sentences logically
- 9 organised?
- 10 • Are the transitions between sections, subsections, and chapters smooth and logical?
- 11 • Is the length of each section and paragraph appropriate?
- 12 • Is the number of sub-chapters appropriate?
- 13 • Have you checked that you use the same terms consistently throughout the text? It is
- 14 advisable to avoid using different synonyms for the same key concepts within the text.
- 15 • Does your introduction have a triangular structure, explaining the broader context and
- 16 the research gap you are addressing, and outlining your research questions and the
- 17 structure of your thesis, with key references from the related literature?
- 18 • Does your abstract follow the conventional steps provided in the 'Student Optional Self-
- 19 Help Desk'?
- 20 • Have you ensured that the theoretical section is no longer than half of your thesis and is
- 21 directly relevant to your research topic, focus, and research (working) questions?

22 **B. Formal Aspects**

- 23 • Is the thesis complete, including the cover page, table of contents, and bibliography?
- 24 • Is the table of contents up to date?
- 25 • Do the citations adhere to the HSG guidelines for accurate referencing?
- 26 • Is the bibliography complete and accurate?
- 27 • Are the figures and tables correctly labelled?
- 28 • Are the lists of figures and tables correct and complete?
- 29 • Is the list of abbreviations necessary and complete?
- 30 • Are external ideas appropriately indicated (i.e., cited and sourced)?
- 31 • Have you used direct and indirect quotations and paraphrases?
- 32 • Is the relationship between your text and the quotations correct?
- 33 • Are longer direct quotations explained? Does the transition between text and quotation
- 34 flow logically?
- 35 • Have you checked that you have included all the aids you have used in the annexe for
- 36 aids used (Hilfsmittelverzeichnis)?
- 37 • Did you send us your data, software code, and the names and contact details of your
- 38 interview partners before submitting? Have you received our confirmation that they are
- 39 acceptable?
- 40 • Did you use the HSG thesis template?
- 41 • Did you use the recommended layout, line spacing, and font size?
- 42 • Have you declared the use of artificial intelligence in accordance with the most recent
- 43 HSG rules?
- 44 • Have you properly disclosed in your thesis declaration any help received from third
- 45 parties (proofreading, counselling, feedback, etc.)?

1 C. Language and Writing Style

- 2 • Is the wording clear and easy to understand?
- 3 • Are the main headings and subheadings meaningful and unambiguous?
- 4 • Is the syntax of the main and subheadings consistent?
- 5 • Has the grammar been checked, paying particular attention to case, complete sentences,
6 and plural/singular verb agreement?
- 7 • Has the spelling been checked and is it correct?
- 8 • Is the sentence structure and choice of words varied?
- 9 • Is the language used appropriate for the topic and target audience?
- 10 • Is the terminology factual and rational? Is the text free of judgemental terms and
11 metaphors?
- 12 • Have superfluous and meaningless filler words been removed?
- 13 • Have unnecessary passive sentences been avoided?
- 14 • Have important terms that may be unfamiliar to the educated reader been explained?
- 15 • Have long sentences been checked and eliminated? Ideally, sentences should be around
16 25 words long.
- 17 • Do your paragraphs have a meaningful length of 200–350 words?
- 18 • Have you contacted the Writing Lab
19 (<https://www.unisg.ch/en/studium/studentguide/beratungsangebote/writing-lab/>) for
20 quick queries? They offer consultation appointments via Zoom.

21
22 Please note that on our webpage, under the Supervision section
23 (<https://aca.unisg.ch/de/themen/andreas-blumer/bachelor-/masterarbeiten/>), we have
24 uploaded a PDF document entitled "Self-Help Optional Student Help Desk." This resource
25 addresses many common questions and practical aspects related to your thesis. We kindly
26 ask that you consult it before reaching out with questions, as you may find that your query
27 has already been answered there.