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### Assessment criteria for papers or theses

<b>Content (70 %)</b>
<b>1. Introduction (8 %)</b> 1.1 Logic structure and organization of the paper or thesis 1.2 Description of the research problem 1.3 Goal-oriented and logic research setup
<b>2. Theoretical foundation (16 %)</b> 2.1 Basic terms 2.2 Presentation and justification of relevant theories/approaches 2.3 Linking theory with one's own theme (address research problem)
<b>3. Body (42 %)</b> 3.1 Conclusive argumentation with close reference to the topic 3.2 Description of and reasons for the scientific method adopted 3.3 Analysis and interpretation 3.4 Research results/achievement of objectives/reflection 3.5 Management implications for practice and/or research
<b>4. Conclusion (4 %)</b> Limits of one's own research and identification of future research questions
<b>Formal assessment (30 %)</b>
<b>5. Formal requirements (30 %)</b> 5.1 Comply with formal requirements (length, font size etc.) 5.2 Scientific wording, style 5.3 Spelling, grammar, punctuation 5.4 Citation (original sources, honesty, consistency etc.) 5.5 Layout (graphics, formatting, pagination etc.) 5.6 References 5.7 Formal mistakes