Bernd Skiera

Procedure to Write a Master Thesis at the Chair of Electronic Commerce

Prof. Dr. Bernd Skiera, Chair of Electronic Commerce, Department of Marketing, Faculty of Economics and Business, Goethe University Frankfurt, Theodor-W.-Adorno-Platz 4, 60629 Frankfurt, Germany, Phone +49-69-798-34649, email: skiera@wiwi.uni-frankfurt.de.

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1 General Information

1.1 Information from the Examination Office and Marketing Department

General information for writing a master thesis from the Examination Office is available under the "FAQ" (in German) section of their webpage and then under "Masterarbeit anmelden, wie geht das? (How do I register my master thesis?)".

The Marketing Department, specifically, provides information here.

1.2 List of Deadlines for a Master Thesis

Current deadlines for a master thesis are available at this link.

1.3 Notes on Writing a Master Thesis

Notes on writing a master thesis and a sample file of the Marketing Department are available here.

1.4 Which Students Do We Supervise?

We are open to supervising students from the Master in Betriebswirtschaftslehre (Business Administration), Master in Management Science, and Master in Wirtschaftsinformatik ("Business Informatics").

We are also among the small set of eligible supervisors for supervising master theses in Wirtschaftsinformatik ("Business Informatics").

1.5 Time Management for a Master Thesis

We expect students to write their thesis **during the lecture time of the current semester**. Therefore, we provide supervision only during the respective semester:

- During lecture time

    - Usually, only a shorter unavailability of your supervisor (e.g., because of conferences)
- Outside of lecture time
    - Expect a longer unavailability of your supervisor, e.g.,
        - Vacation (please expect responses only after the vacation period) or
        - Longer research stays abroad
- No supervision in the next semester. Thus, supervision ends in
    - Summer semester on September 30
    - Winter semester on March 31

Therefore, we strongly recommend that you start your thesis early!

1.6 Toolkit for Writing a Master Thesis

During your master studies, you acquired knowledge in various courses that enabled you to work empirically. We expect that you can use appropriate software and methods for your empirical research, e.g., R/RStudio, Python, or Stata.

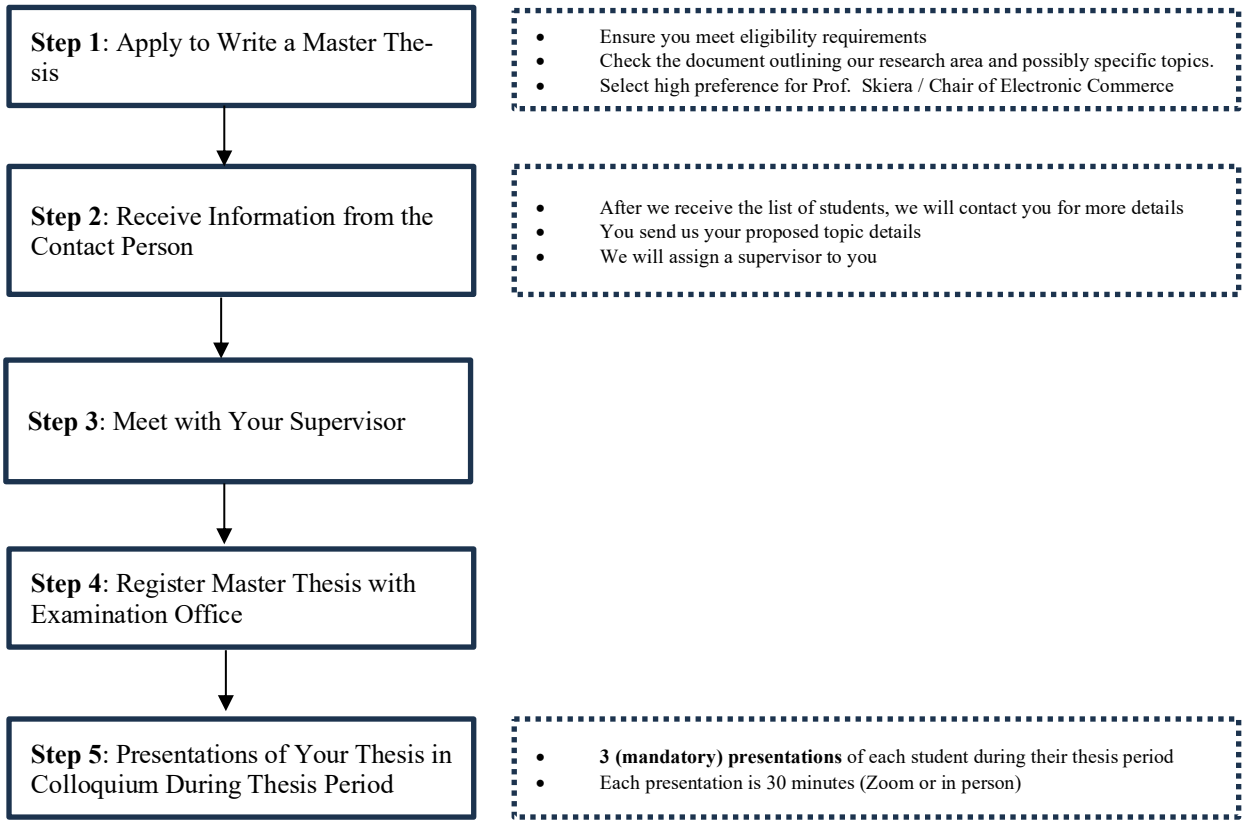
1.7 Evaluation Template for a Master Thesis

One of the first points of reference for grading a master thesis is the evaluation template, available here. For a master thesis, we use the same evaluation template as for the bachelor thesis.

2 Application and Assignment Procedure for a Master Thesis

Figure 1 below provides an overview of the application and assignment procedure for the master thesis. We describe the procedure in more detail in the following sections.

Figure 1: Overview of the Application and Assignment Procedure for a Master Thesis



2.1 Step 1: Apply to Write a Master Thesis

First, ensure you meet eligibility requirements. The eligibility requirements can be found here.

If you are eligible to write a master thesis, apply using the central assignment procedure following the instructions provided on the website.

Our Chair will provide a document outlining the contact person, our broad research area, and possibly specific topics. Select a preference for Prof. Skiera / Chair of Electronic Commerce, if you want him and his team to supervise you.

We also strongly encourage students to propose their own thesis topics.

2.2 Step 2: Receive Information from the Contact Person

After the application deadline, we will receive the list of students we should supervise. The contact person for the master thesis will then contact you via your student email address and send you a document called "*Template-Topic-Master-Thesis.docx*".

Please complete the template and send it back to the contact person. Based on your proposal, we will assign you to a suitable supervisor.

2.3 Step 3: Meet with Your Supervisor

Your assigned supervisor will contact you to arrange an initial meeting. During this meeting, you will discuss your proposed research topic with your supervisor in more detail.

2.4 Step 4: Register Master Thesis with Examination Office

- Contact the Examination Office (pruefungsamt@wiwi.uni-frankfurt.de) by email to request the thesis registration form and information about the registration procedure.
- Send the following information to your supervisor
    - University email:
    - Language of your thesis:
    - Title of thesis:
    - (Only for a thesis in German) English translation of the German title:
- Your supervisor sends the signed registration form (by Prof. Skiera) to you
- You should immediately sign and send the form to the Examination Office (pruefungsamt@wiwi.uni-frankfurt.de)

2.5 Step 5: Presentations of Your Thesis in Colloquium During Thesis Period

We offer a colloquium for master theses at the Chair of Electronic Commerce. Each master student is expected to have **three <u>mandatory</u> presentations** during their thesis period. The presentations can take place either via Zoom or in person. We will provide further information about the colloquium in due course.

2.5.1 Suggestion for Planning of Presentation Sessions During Thesis Period

- **First: (ideally) within weeks 2-6**
    - Research questions
    - Dataset and planned methodology
    - Potential outcome
- **Second: (ideally) within weeks 7-11**
    - Research questions
    - Dataset and planned methodology
    - Preliminary results
- **Third: within weeks 12-16**
    - Presentation of a relatively complete thesis draft

2.5.2 Suggestion for the Structure of Your Mandatory Presentation

- **Aim of the Thesis (3-5 minutes)**
    - Start with the problem that you intend to solve and outline why the problem is relevant and why solving the problem is difficult.
    - Ideally, include a slide that only outlines the aim of the thesis.

- **Literature Review (3-5 minutes)**
    - Cover an overview of what we know about the solution of the problem, respectively, what we do not know about the problem's solution.
- **Remaining Presentation**
    - At a rather early stage of the thesis:
        - Outline what you want to achieve, how you intend to achieve it and who can do what better because of the likely insights of the thesis.
    - At a rather late stage of the thesis:
        - Outline the insights that you achieved, how you achieved these results and who can do what better because of the insights of the thesis.