Universität Leipzig  
Wirtschaftswissenschaftliche Fakultät  
Professur für Betriebswirtschaftslehre, insbesondere Marketing  
Prof. Dr. André Marchand

***„Thema der Arbeit“***

Bachelor/Masterarbeit *(nicht-zutreffendes bitte streichen)* zur Erlangung des akademischen Grades  
Bachelor/Master *(nicht-zutreffendes bitte streichen)* of Science – *[Studiengang]*

Vorgelegt von: *Name, Vorname*

Matrikelnummer: *##########*

E-Mail: *###@studserv.uni-leipzig.de, ###private@email-adresse.de*

Telefonnummer: *##########*

Anschrift: *Straße Hausnummer, Postleitzahl Ort*

Leipzig, den *Abgabedatum*

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# Abbreviations

IMDb Internet Movie Database

LTBO long term box office

MMOG massively multiplayer online game

MPAA Motion Picture Association of America

n.i. not included

n.s. not significant

PS5 PlayStation 5

RPG role-playing game

STBO short term box office

VIF variance inflation factor

XBX Xbox Series X

*(Please avoid using too many different abbreviations in your text to increase its readability.)*

# Abstract

*(executive summary of the key results of your paper/thesis with a maximum of 175 words, see abstracts of articles in Journal of Marketing for examples)*

# 1. Introduction

A long time ago in a galaxy far, far away... It is a period of civil war. Rebel spaceships, striking from a hidden base, have won their first victory against the evil Galactic Empire. During the battle, Rebel spies managed to steal secret plans to the Empire’s ultimate weapon, the Death Star, an armored space station with enough power to destroy an entire planet. Pursued by the Empire’s sinister agents, Princess Leia races home aboard her starship, custodian of the stolen plans that can save her people and restore freedom to the galaxy...

*(To save space, I recommend pressing TAB for the first line of each first paragraph. Then, you do not need an extra line between paragraphs.)[[1]](#footnote-1)*

A page break before a new chapter is not necessary.

# 2. Literature Review

# 3. Conceptual Model and Hypotheses

Figure 1: Conceptual Model of Your Study

Y

X

M

Source: Own illustration *(For this text, you can use 10p instead of 12p and different fonts than Times if desired. I recommend creating graphics with another program such as PowerPoint.)*

# 4. Empirical Study

## 4.1. Method

### 4.1.2. Study Design

#### 4.1.2.1. Fourth Level (will not be listed in table of contents, but you can still see it in the navigation, which is useful by the way: <https://support.microsoft.com/de-de/office/verwenden-des-navigationsbereichs-in-word-394787be-bca7-459b-894e-3f8511515e55>)

#### 4.1.2.1. Fourth Level (will not be listed in table of contents)

### 4.1.3. Measures

## 4.2. Results

Table 1: Results of Regression Analysis

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Group** | **Variable** | **B** | **SE** | **t** | ***p*** |
| Intercept | *constant* | 3.762\* | .727 | 5.18 | <.001 |
| Platform range | *release\_on\_XBX* | .180\* | .061 | 2.98 | .003 |
| *release\_on\_PS5* | .312\* | .060 | 5.21 | <.001 |
| *release\_on\_Switch* | .294\* | .067 | 5.01 | <.001 |
| Product characteristics | *genre\_action* | .146 | .112 | 1.31 | .191 |
| *genre\_adventure* | .182 | .133 | 1.37 | .171 |
| *genre\_platform* | .115 | .148 | .78 | .436 |
| *genre\_puzzle* | -.072 | .186 | -.39 | .700 |
| *genre\_racer* | -.073 | .135 | -.55 | .586 |
| *genre\_rpg* | .178 | .126 | 1.42 | .157 |
| *genre\_shooter* | .323\* | .115 | 2.82 | .005 |
| *genre\_simulation* | .144 | .132 | 1.09 | .275 |

\* Significant at *p* < .05.

Notes: The dependent variable is *ln\_game\_sales*, B = unstandardized coefficient, SE = standard error.  
*(You can change the font size and line spacing in a table. For numbers, you do not need a zero before a dot.)*

# 5. Conclusion

## 5.1. Discussion of Results

## 5.2. Managerial Implications

## 5.3. Limitations and Further Research

# References

*(here are examples of the most common reference types in the Journal of Marketing/AMA format, don’t forget the comma for three and more authors)*

Ainslie, Andrew, Xavier Drèze, and Fred Zufryden (2005), “Modeling Movie Life Cycles and Market Share,” *Marketing Science*, 24 (3), 508-517.

Anderson, Chris (2010), *Free: How Today’s Smartest Businesses Profit by Giving Something for Nothing*. London: Random House.

Entertainment Software Association (2012), “2012 Sales, Demographics and Usage Data—Essential Facts about the Computer and Video Game Industry,” [<http://www.theesa.com/facts/pdfs/ESA_EF_2012.pdf>].

Landsman, Vardit and Stefan Stremersch (2011), “Multihoming in Two-Sided Markets: An Empirical Inquiry in the Video Game Console Industry,” *Journal of Marketing*, 75 (6), 39-54.

Stremersch, Stefan, Gerard J. Tellis, Philip Hans Franses, and Jeroen L. G. Binken (2007), “Indirect Network Effects in New Product Growth,” *Journal of Marketing*, 71 (3), 52-74.

# Appendix

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# Selbständigkeitserklärung

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name, Vorname Matrikelnummer

Ich versichere, dass ich die Bachelor/Master *(nicht-zutreffendes bitte streichen)* arbeit selbstständig verfasst und keine anderen als die angegebenen Quellen und Hilfsmittel benutzt habe.

Darüber hinaus versichere ich, dass die elektronische Version der Bachelor/Master arbeit *(nicht-zutreffendes bitte streichen)* mit der gedruckten Version übereinstimmt.

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Ort, Datum Unterschrift

1. Try to avoid footnotes. They are only for additional remarks but not for citing sources. You can include factual side notes but keep in mind that footnotes are not “trash cans” for comments you might feel the need to make but which do not factually fit into the main text. [↑](#footnote-ref-1)