

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.)<sup>1</sup>*

A page break before a new chapter is not necessary.

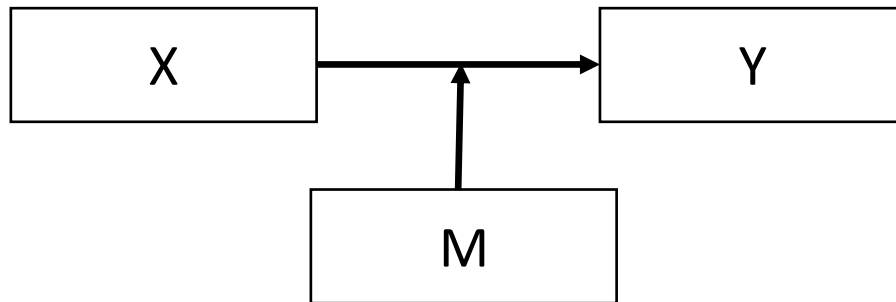
## 2. Literature Review

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<sup>1</sup> 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.

### 3. Conceptual Model and Hypotheses

**Figure 1: Conceptual Model of Your Study**



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	<i>constant</i>	3.762*	.727	5.18	<.001
Platform range	<i>release_on_XBX</i>	.180*	.061	2.98	.003
	<i>release_on_PS5</i>	.312*	.060	5.21	<.001
	<i>release_on_Switch</i>	.294*	.067	5.01	<.001
Product characteristics	<i>genre_action</i>	.146	.112	1.31	.191
	<i>genre_adventure</i>	.182	.133	1.37	.171
	<i>genre_platform</i>	.115	.148	.78	.436
	<i>genre_puzzle</i>	-.072	.186	-.39	.700
	<i>genre_racer</i>	-.073	.135	-.55	.586
	<i>genre_rpg</i>	.178	.126	1.42	.157
	<i>genre_shooter</i>	.323*	.115	2.82	.005
	<i>genre_simulation</i>	.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](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**

*(Please delete this section if not used.)*

## Selbständigkeitserklärung

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Name, Vorname

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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.

Ich bin mir bewusst, dass die Nutzung maschinell generierter Texte keine Garantie für die Qualität von Inhalten und Text gewährleistet. Ich versichere daher, dass ich mich textgenerierender KI-Tools lediglich als Hilfsmittel bedient, die entsprechenden Textpassagen angemessen gekennzeichnet habe und in der vorliegenden Arbeit mein gestalterischer Einfluss überwiegt. Ich versichere, dass ich keine KI-Schreibwerkzeuge verwendet habe, deren Nutzung der Prüfer explizit schriftlich ausgeschlossen hat.

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Ort, Datum

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