



Bachelor Thesis Guidelines

This document describes the process for writing a bachelor thesis under the supervision of Professor Matthias A. Tietz, Ph.D. at the St. Gallen Institute of Management in Asia (HSG-SGI).

1. Process for Bachelor Thesis

Students who are interested in writing their bachelor thesis on topics related to the decision making of (potential) entrepreneurs, investors, or members of an entrepreneurial team are welcome to apply to write their thesis under the supervision of Professor Matthias A. Tietz, Ph.D. Selected thesis projects typically focus on entrepreneurial decision-making and include a quantitative analysis of decision components in form of a conjoint analysis. We highly welcome research projects focusing on or involving Asian research contexts and data.

In order to apply, students are expected to prepare a 1-2 pages proposal, which should detail the research question, some thoughts on concrete hypotheses, the expected contribution to the literature and to practice, and the proposed empirical strategy how to test these hypotheses. For the research proposal, it is important to (i) link the research idea to the existing literature to clarify the contribution of the thesis to previous research and (ii) to ensure that access to data is not an obstacle to conduct the empirical analysis. Students may send their application, including a current CV, latest grade transcript, and the 1-2 pages research proposal to matthias.tietz@unisg.ch.

After a review of the application, a meeting with Professor Matthias A. Tietz, Ph.D. will be scheduled to discuss the research proposal, the expectations for the academic thesis, and the next steps. The meeting is likely to take place via zoom since Professor Matthias A. Tietz, Ph.D. is based in Singapore. The application form details will be completed after both the supervisor and the student have agreed to proceed. The student is responsible for ensuring that the deadline for submitting the application form to the student administration is met. Due to capacity limitations, the number of supervised theses is limited, and therefore, not all thesis applications can be accepted.

2. Guidelines for Thesis Projects

The following guidelines are meant to clarify the expectations for a thesis project in addition to the official rules of the University of St.Gallen.

2.1 Content and Format of Bachelor Thesis

The thesis should be written in a cohesive manner. The reader should be able to easily identify the research contribution and logically follow the methodological approach. The formal aspects, as well as the linguistic style, should comply with academic standards. Furthermore, it is essential that the formatting and presentation (i.e., format, abbreviations, the numbering of tables/figures, citation style, etc.) is consistent throughout the thesis. The thesis should also include an abstract. Please find guidance in the official thesis repository.



2.2 Citation Style

The documentation of all sources should follow the APA citation style and should be followed consistently throughout the thesis. Students should familiarize themselves with the citation and plagiarism policy of the University of St. Gallen (see [HSG Instructions for Citations](#)). Non-disclosure of references is considered plagiarism. Plagiarism is an offence that leads to serious consequences.

2.3 Presentation of Tables and Figures

Tables and figures should be self-contained so that the reader is able to interpret the content on a stand-alone basis without having to read the text of the thesis. Each table/figure needs to have a clear title and a descriptive legend detailing the variables, methodology, time frame and other relevant information needed to understand the content. Furthermore, students should pay close attention to the proper labelling of the column/row headings in tables as well as the labelling of the x/y axis in graphs. The table/figure itself should not include an interpretation of the results. The analysis and interpretation of the results should be discussed in the main text with the proper reference to the relevant table/figure. Large tables may be placed in the appendix in order to enhance the legibility of the thesis.