

Guideline for Writing a Scientific Paper for Admission in the Context of International Entrepreneurship, Digitalization, and Sustainability

Introduction

A paper aims to demonstrate scientific competence and the ability to independently develop a complex topic. It can be used to compensate for missing 30 ECTS credits while showcasing your ability to work in a scientifically sound manner. The objective is to analyze and present a challenging topic in the field of international entrepreneurship, digitalization, and sustainability in a structured manner. Methods of literature research, analysis, and critical reflection will be applied to comprehensively address the research question. The scientific paper should be publishable in a peer-reviewed journal.

1. Structure of the Scientific Paper (total 10,000-15,000 words without appendix etc.)

1. Title Page

- Title of the paper (precise and informative)
- Author(s) including institutional affiliation
- Date of completion

2. Abstract

- Summary of the paper (150-200 words)
- Description of the research background, research question, methodology, results, and conclusions

3. Introduction

- Presentation of the research background and relevance
- Definition of key terms
- Objectives and research question(s)
- Structure of the paper

4. Theoretical Background

- Literature review: Positioning the topic within the scientific discourse
- Presentation of relevant theories, models, and concepts

5. Methodology

- Description of the research design (qualitative, quantitative, mixed-methods)
- Data sources and data collection methods
- Analysis methods
- Justification of the methodological approach

6. Results

- Presentation of the main findings of the research
- Use of charts, tables, and figures for visualization (if needed)

7. Discussion

- Interpretation of the results in the context of the research question(s)

- Comparison with previous studies
- Implications for theory and practice
- Limitations of the study

8. **Conclusion and Outlook**

- Summary of the key findings
- Suggestions for future research
- Practical relevance

9. **References**

- Complete citation of all sources used in a consistent referencing style (e.g., APA, MLA, Chicago)

10. **Appendices (optional)**

- Supplementary materials such as questionnaires, detailed data, or further analyses

2. Possible Research Questions

1. International Entrepreneurship

- How do cultural differences affect entrepreneurial strategies in a globalized digital economy?
- What are the key challenges and opportunities for start-ups expanding into international markets?
- How can cross-border collaboration foster innovation in entrepreneurship?

2. Digitalization

- How does digitalization drive changes in global entrepreneurial ecosystems?
- Which digital tools are most effective for scaling businesses internationally?
- What role does digital infrastructure play in supporting sustainable entrepreneurship?

3. Sustainability

- How can international entrepreneurship contribute to achieving global sustainability goals?
- What are the best practices for integrating sustainability into digital business models?
- How does the digital transformation impact sustainable supply chain management?

3. Tips for Writing

Writing Style:

- Use clear, precise, and formal language.
- Avoid colloquial expressions and subjectivity.
- Use paragraphs and headings to make the text easy to read.

Citation:

- Choose a recognized citation style (e.g., APA or Chicago) and apply it consistently.
- Correctly cite all sources to avoid plagiarism.

- Prefer primary sources and academic journals.

Formatting:

- Use a consistent font (e.g., Times New Roman, 11 pt).
- Page margins: 1.5 cm on all sides.
- Ensure proper page numbering and heading hierarchy.

Time Management:

- Define interim goals and milestones for completion.
- Allow sufficient time for literature research, data analysis, and proofreading.

Research:

- Use academic databases such as SpringerLink, JSTOR, IEEE Xplore, or Scopus.
- Systematically document sources during research (e.g., using reference management software like Zotero or EndNote).

Peer Review:

- Have your paper reviewed by colleagues or experts in the field.
- Take constructive feedback seriously and revise the text accordingly.

4. Important Notes

- **No Use of AI:** Ensure that all content is independently developed without the use of AI tools.
- **Integrity:** Adhere to scientific standards and avoid any form of plagiarism.
- **Submission:** Please submit the paper (PDF format) via email to daniel.schallmo@hnu.de.

5. Admission Process

- **Eligibility:** Applicants who submit the paper along with their complete application documents on time and fulfill all other admission requirements will be invited by Hochschule Neu-Ulm to an oral examination.
- **Oral Examination:** The examination will last 30 minutes and consist of a maximum of five questions about the content and academic discussion of the written paper.
- **Responsibility:** The respective program director is responsible for setting the tasks, conducting the examination, and evaluating the results.

6. Timeline

Study Start	Winter Semester	Summer Semester
Topic Assignment	During application	During application
Paper Submission	By August 31	By March 4
Examination	In September	In March

7. Evaluation:

Both the written paper and the oral examination will be graded with a maximum of 100 points each. A minimum of 80 points in each part is required for admission.

- **Evaluation Criteria:**
 - **Written Paper:**
 - Quality and depth of literature review / description of the state of the art and related work (20 points)
 - Derivation of research gap and research question (10 points)
 - Research methodology and research design used (10 points)
 - Quality and scope of research done (20 points)
 - Practical/business relevance and impact of results (20 points)
 - Formal matters (language, formatting, references, etc.) (10 points)
 - **Oral Examination:**
 - English language (wording, grammar) and understandability of answers (20 points)
 - Correctness of answers (40 points)
 - Completeness of answers (40 points)
- **Notification of Results:** Applicants can request the total score achieved. Grades will not be assigned. In case of failure, the examination may be repeated with a new topic up to two times in subsequent years.