

# GUIDELINES FOR CUMULATIVE DISSERTATIONS

AT THE DEPARTMENT OF MARKETING (EFFECTIVE  
DATE: NOV. 30, 2016)

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In addition to the traditional monograph form, dissertations at the Department of Marketing can also be submitted as cumulative works. A cumulative dissertation is one in which the results of the author's research are not presented as a comprehensive, self-contained work (monograph), but in the form of individual contributions that have already been published or are worthy of publication.

Cumulative dissertations are accepted at the Department of Marketing under the following conditions:

1. The candidate must submit at least three individual papers. The quality (and potential for publication for papers that have not yet been published) will be evaluated by the Doctoral Committee.
2. Formally, a cumulative dissertation consists of two parts: (A) a synopsis, and (B) the cumulative individual contributions.
  - 2.1. Synopsis  
In the synopsis, the author establishes the overall connection between the individual papers that make up the dissertation. The synopsis brings together the results of the individual papers and illustrates the work's contribution to academic progress as well as the resulting management implications.
  - 2.2. Cumulative individual contributions  
This part of the cumulative dissertation is made up of the individual papers. How closely these individual papers are related is left to the author's discretion. Each individual paper making up the cumulative dissertation must provide all relevant citations (name(s) of the author(s), title, publication status, page numbers) at the start of each chapter, and be included in the dissertation unchanged with regard to content, i.e. as they appear in the original published form, if applicable.
  - 2.3. The cumulative dissertation must be submitted as a bound hardcover copy. All individual papers must be converted to an A4 page format, regardless of the print format of the original publication.
3. The quality of the individual contributions will be evaluated by the Doctoral Committee. The following criteria will be applied:

- 3.1. If individual papers have not yet been published or accepted for publication, the Doctoral Committee must consider all three individual papers to be worthy of publication.
  - 3.2. For a grade of “excellent” (1) on the dissertation, one requirement is that the paper must have achieved the status of “revision” after submission to a top journal included in the Department of Marketing’s journal rating list (i.e. journals ranked under items (1) and (2) of the journal list). This requirement alone is not sufficient for an “excellent” grade, however.
4. The following restrictions apply to the submission of individual papers as part of a cumulative dissertation:
- 4.1. Co-authorships are permissible in principle. However, the doctoral candidate should be the first author of at least one of the publications or have contributed at least equally to the other authors. The candidate can appear as a co-author on further individual contributions.
  - 4.2. Each individual contribution must represent an independent academic achievement in terms of content and form.
  - 4.3. Contributions that have already been accepted for other types of academic credit of the author (e.g. for another cumulative dissertation) will not be considered.
  - 4.4. The individual papers included in the cumulative dissertation may be in different languages.

Peter Schnedlitz, Department Chair  
November 30, 2016