Title of the Paper (APA Capitalized)

**Authors:**

First name and last name of author 1 (optional email address)
Institution, city, country

First name and last name of author 2 (optional email address)
Institution, city, country

First name and last name of author 3 (optional email address)
Institution, city, country

**Abstract:**

The abstract summarizes the main contents of the paper and comprises 150 to 250 words. Make sure to use short sentences. It should include the following aspects (in this order): Background and relevance. Objective. Data and methodology used. Results. Implications.

**Keywords:**

Keyword1, Keyword2, Keyword3, Keyword4, Keyword5.

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# INSTRUCTIONS – PLEASE READ CAREFULLY

*Please delete these instructions before finally submitting your paper.*

All Wohllebe & Ross Publishing journals are based on this template. As an author, you must use this template for your paper to be published by Wohllebe & Ross Publishing. Thank you for taking a few moments to familiarize yourself with this template.

In general, we recommend that you write your paper directly in this template. However, you can also take an existing text, insert it into this document as plain text and then format the individual elements accordingly.

This document provides two things:

1. You’ll find the most common elements (headlines, text, figures, tables, captions), so that you can see how they look like. Theoretically, you could also copy them, however we recommend to use the Styles in MS word.
2. We’ve inserted two standardized structures. One is for original research papers and the other one is for literature reviews. Depending on which kind of paper you’re submitting, these structures may give you an orientation which content elements your paper may consist of.

# Examples of Common Elements

There are predefined styles for all common elements of a paper (title, authors, abstract, keywords, headlines, lists, text, captions) (in Microsoft Word under Start 🡪 Styles).



Figure 1: Using styles in MS Word; Start -> Styles

Titles and headlines each have their own style. Authors, abstracts, keywords, lists, text and captions are based on the “Standard” style. You will find examples of all common elements below:

# Headline Level 1

## Headline Level 2

### Headline Level 3

Text

# Lists

* Unnumbered list element first level
	+ Unnumbered list element second level
* Unnumbered list element first level

Text

1. Numbered list element first level
	1. Numbered list element second level
2. Numbered list element first level

# Tables and Figures

Text

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Table 1: This is a table with a caption.

Make sure that tables, figures and the corresponding captions are centered and not justified. Tables must not be inserted as screenshots or images but must be inserted using the corresponding Word function for tables.

Figure 2: This is a figure with a caption.

Figures must be legible. They must not exceed the limits of the document. We recommend black and white monochrome colors. If you use an illustration consisting of several shapes (e.g. boxes, circles, arrows), make sure to insert the illustration as a single image. Please do NOT use the Word function to insert and combine multiple shapes. Instead, build the illustration in PowerPoint, for example, and then insert it as a single image (e.g. screenshot).

Regarding the structure, it should be noted that most scientific papers follow a very similar structure, with a few exceptions. We recommend that you follow this structure. A basic distinction must be made between original research articles and literature reviews.

The following structure is common for original research articles:

Common Structure for an Original Research Paper

# Introduction

The introduction should cover the following aspects: What is the background of the paper and why is the paper relevant? What is the overall aim of the paper - what should be the result of the paper? What question (possibly with superordinate and sub-questions) does the paper aim to answer?

A common length for this chapter is 1 - 2 pages.

# Literature Review

The literature review should consider relevant literature in the context of the paper. This can include, for example, definitions or basic theories. In particular, however, the chapter should discuss the results of similar research projects. If the paper is based on an empirical study, hypotheses are often used. In the course of the literature review, these hypotheses are derived from the existing literature. We recommend deriving hypotheses paragraph by paragraph. It must be clear which hypothesis is based on which literature. At the end of the chapter, hypotheses or central results of the literature review can be briefly summarized again, e.g. in the form of a list or table.

A common length for this chapter is 3 - 5 pages.

# Methods and Data

This chapter should first explain in principle how the research questions are to be answered and the hypotheses tested.

With regard to the methodology, it should be made clear how data is collected and analyzed. For example, if a questionnaire is used, the design of the questionnaire and the operationalization of variables should also be discussed here. With regard to the evaluation, it should be clear which (e.g. statistical) methods are used for the evaluation, which assumptions and premises may apply and how these are checked if necessary. Make sure to provide clear and transparent explanations here - but at the same time keep it short: a scientific paper is not a textbook on statistics.

With regard to the data, you can also briefly outline when and where it was collected. Initial descriptive information, e.g. on sample size and sample composition, can also be provided here.

A common length for this chapter is 1 - 2 pages.

# Results

This chapter describes the results. It is important that the further structure of this chapter should be strongly oriented towards the research questions or hypotheses. We strongly recommend not to mix up this chapter with the discussion chapter.

A common length for this chapter is 2 - 5 pages.

# Discussion

This chapter is of central importance for the quality of a scientific paper. It is less about criticizing your own results. The limitations of the work should certainly be mentioned. However, the focus of this chapter should be on placing your own results in the context of existing research (i.e. the literature under consideration): How do the new findings complement the existing research? Where are there similarities? Where might there be contradictions?

A common length for this chapter is 2 - 3 pages.

# Conclusion

This chapter usually does three things: First, the chapter summarizes the entire paper in a few sentences. Secondly, the chapter describes the theoretical implications of the paper and explains, for example, which further research questions arise from the results. Thirdly, the paper provides practical recommendations for action: What can practitioners take away from this paper? We recommend formulating both the further research questions and the practical recommendations for action briefly and concisely and possibly even presenting them as a bullet list to make it as easy as possible for readers to find this content.

A common length for this chapter is 1 - 2 pages.

# References

Your references must be formatted using APA7. Provide DOIs if possible. Using citation / reference management tools like Zotero or Citavi is highly recommended.

Common Structure for a (Systematic) Literature Review

The following structure is common for a literature review:

# Introduction

The introduction should cover the following aspects: What is the background of the paper and why is the paper relevant? What is the overall aim of the paper - what should be the result of the paper? What question (possibly with superordinate and sub-questions) does the paper aim to answer?

A common length for this chapter is 1 - 2 pages.

# Methods and Data

In the case of a literature review, the methodology describes how and where the literature used for the literature review was found, selected and analyzed. In particular, the literature databases and the keyword combinations used must be described. If the literature review follows a fixed methodology such as the PRISMA scheme, this should form the basis for the explanations of the methodology.

The data refers to the literature found and selected for the evaluation. Some descriptive information, preferably in tabular or graphical form, helps to classify the literature: Information on the journals or years in which the literature was published is common.

A common length for this chapter is 1 - 2 pages.

# Results and Discussion

This chapter does three things: Firstly, it presents the literature found on a meta-level. This includes, for example, information on geographical contexts, objectives or factors investigated within the individual papers. Secondly, it evaluates the content of the individual papers and briefly describes, for example, the research interest and research results of each paper. Thirdly, the chapter relates the individual papers to each other - which papers come to similar conclusions, which complement each other and where might there be contradictions?

A common length for this chapter is 5 - 10 pages.

# Conclusion

This chapter usually does three things: Firstly, the chapter summarizes the entire paper in a few sentences. Secondly, the chapter describes the theoretical implications of the paper and explains, for example, which further research questions arise from the results. Thirdly, the paper provides practical recommendations for action: What can practitioners take away from this paper? We recommend formulating both the further research questions and the practical recommendations for action briefly and concisely and possibly even presenting them as a bullet list to make it as easy as possible for readers to find this content.

A common length for this chapter is 1 - 2 pages.

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