tiTLE

Jyväskylä University

School of Business and Economics

Master’s Thesis

2024

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Subject: Add your discipline

Supervisor: Jill/Jim Smith



On this page you *mention about the use of AI tools in the work* (see also additional JSBE instructions). The use of AI is forbidden in the abstract of the thesis because the language skills are considered e.g. based on the abstract.

Optionally this (or the next) page might include a list of tables and/or figures (the title, “LIST OF FIGURES” etc., with Book Antiqua font, capital letters, bolded 14 pt.). If necessary, some page before the text may be left blank intentionally in order to start the main text *from an odd page*.

This guideline is intended to help you with the master’s thesis project but note that there may also be other JY/JSBE guidelines (e.g. regarding the use of AI). Note also the JY/JSBE additional instructions for turning in the final work, first in the Turnitin check (in Moodle) and then in the Vasara system (for grading and for the library copy). Ask you supervisor for additional instructions.

**ABSTRACT**

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| --- | --- |
| Author | |
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| Date | Number of pages |
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**TIIVISTELMÄ**

|  |  |
| --- | --- |
| Tekijä | |
| Työn nimi | |
| Oppiaine | Työn laji |
| Päivämäärä | Sivumäärä |
| Tiivistelmä  Myös suomenkielinen tiivistelmä on tarpeen erityisesti suomenkielisille opiskelijoille mm. maturiteetin suorittamiseksi ja jotta peruskäsitteet hallitaan myös suomen kielellä. | |
| Asiasanat | |
| Säilytyspaikka | |

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ABSTRACT

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# Introduction

This topic / This thesis discusses / Recently etc. … Note that the main text should start at an odd page, e.g. page 5. You may have a beginning paragraph here before the heading 1.1, but you can also start straight from heading 1.1 if there is no need for some first words or aphorisms here.

## Heading 2

In earlier research… Lately however…

The research questions can be specified as: … The data and methodology used include… This master’s thesis is structured as follows. This is an example of the way to mark a longer citation or quote (Anonymous et al., 2008):

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero.[[1]](#footnote-1)

### Heading 3

Here are examples of the table and figure captions. If you use styles properly, the texts and titles might be updated to contents. Use only TABLE and FIGURE titles.

TABLE 1 The title here

FIGURE 1 The title here

Nunc viverra imperdiet enim. Fusce est.

#### Heading 4

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies.

# Theoretical framework

The topic of this thesis belongs, for example, to the field of accounting, or whatever it may be, but it typically cannot be all disciplines and all topics at the same time, so you need to focus. Often you start by giving a general view of the field based on earlier research or a general theory. For example, many topics have been viewed in the light of agency theory… (see e.g. Jensen and Meckling, 1976). The theory section also guides and gives focus to your work.

# another possible theory chapter

## Company/managerial/marketing etc. performance

The text typically starts only after the sub-chapter heading, here sub-chapter 3.1, which could be for example about company performance (see e.g. Dechow, 1994). It is good to know the classics, but also more recent references should be found about your topic area, try for example the Google Scholar search tool.

## Performance measurement

If there is one sub-chapter (3.1) there should also be sub-chapter 3.2. Typically you go from a general first theory chapter towards your specific research topic.

# Data and methodology

The data can include several things but remember that data means the empirical material that you use in order to find answers to your research questions. There may be different methodologies for collecting and analysing data, and you have to tell what methods etc. you used and why.

Here (or at the beginning of the empirical part) you may have for example some case company description or something general.

# Findings

Here you go through the empirical findings. You may use empirical illustrations, interview excerpts, tables of correlations etc., of course depending on your subject, data and methods.

Additional information, for example about the interviews or case companies may be presented in an appendix (see Appendix 1). Remember that all tables, figures or appendices need to be referred to in text. Further, the name of a table (or table title, e.g. TABLE 1 Correlations) is presented with font size 10,5 and above the table. Instead, figure titles are presented below the figure.

Further, respondent X noted that

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero

This (and if you are relatively sure, you can say e.g. that like/unlike Dechow, 1994) suggests that …

Sometimes you may have a separate discussion as an additional chapter. Remember that you can also name the chapter titles differently if they provide a better view of the chapter content.

# conclusions

In this master’s thesis the focus was on … It was found that … which indicates… that like/unlike Dechow (1994) … Thus, this research suggests that … in Finnish context … at this time … and if you are very sure, you may say that it is argued that…based on the evidence of this research.

Finally, you say something about the possible limitations of the study and suggest avenues for further research. Best of luck for your research!

REferenceS

Dechow, P. (1994). Accounting earnings and cash flows as measures of firm performance: The role of accounting accruals. *Journal of Accounting and Economics 18*(1), 3-42.

Jensen, M. & Meckling, W. (1976). Theory of the firm: managerial behavior, agency costs and ownership structure. *Journal of Financial Economics 3*, 305-360.

Anonymous, A., Efficient, E. & Ingenious, I. (2008). *How to Write References Properly*. Jyväskylä: Jyväskylä University Press.

This reference style JYU Dissertations is used in our university series, typically APA, see instructions ([Näin viittaat! — Avoin tiede ja tutkimus (jyu.fi)](https://openscience.jyu.fi/fi/opetus/perustutkinto-opiskelijat/opiskelumateriaalit/kirjastotuutori/3-tallenna-lahteet-ja-viittaa-oikein/nain-viittaat#:~:text=P%C3%A4%C3%A4s%C3%A4%C3%A4nt%C3%B6%20on%2C%20ett%C3%A4%20tekstiss%C3%A4%20viitteess%C3%A4,tieteenaloittain%2C%20noudata%20ainelaitoksesi%20antamia%20ohjeita.)). You may also create citations and a reference list in accordance to this style with a bibliographic management tool of your choosing.

appendices

The title is for example: **APPENDIX 1: “Appendix title”**

Additional information such as large tables can be presented in appendices. Appendices need to be numbered but if you only have one appendix then no number is needed. Note that you may not need appendices at all. Therefore check, change or remove, if necessary, the page numbering or other appendix related information in the table of contents (CONTENTS) manually.

A

B

C.

1. Short quotations are often presented with quotation marks “” but longer quotations are typically presented as indented. Note that, despite this example, typically with a reference with over two authors (three to five authors), the first time it is used in the text, all the author names are mentioned, and then later in the text “et al.” is used. [↑](#footnote-ref-1)