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Institute of Behavioral Science
and Technology

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Supervisor: Prof. Dr. First and Last Name

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The four formatting styles "H1T", "H2T" and "H3T" are intended to structure the main part of the work in a total of four levels and appear accordingly in the table of contents of the work. The text body itself is to be marked with the style "Text" (important: do not use "Standard!").

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Figures receive the formatting style "Figure". Associated captions receive the formatting style "Caption", the source of the illustration "Caption_Source".

Figure 1 serves as an example of an illustration.

Figure 1

Figure 1: Example Figure
Source: Own Illustration

Appendix

Appendix A Appendix Outline Level 1

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Only the first level of the appendix is included in the table of contents. The formatting styles for the outline of the appendix are "H1 Appendix" and " H2 Appendix ".

References

Hildebrand, C., & Schlager, T. (2019). Focusing on others before you shop: exposure to Facebook promotes conventional product configurations. *Journal of the Academy of Marketing Science*, 47(2), 291–307.

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