

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

**Guidelines to writing a thesis
for Master's (second) degree seekers
in speciality 051 "Economics"
of the educational program "International Economics"**

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G94

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The topics, the guidelines and basic requirements for writing a thesis, the sequence of review and defense of a thesis, the criteria for evaluating the student's knowledge during the execution and defense of a thesis are outlined.

For Master's (second) degree seekers in speciality 051 "Economics" of the educational program "International Economics" and teachers who are supervisors of theses under this educational program.

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Introduction

In the conditions of the strengthening of globalization processes, the modern world economic system is characterized by the intensification of the interaction of business entities at various levels. This determines the necessity and expediency of a comprehensive study of the peculiarities of the implementation of international economic activities of domestic economic entities.

The educational program "International Economics" implies writing a graduation thesis. A thesis is a study of a scientific and practical nature on a chosen topic, which involves solution of a complex specialized task or practical problems in the economic field with the application of theory and methods of economic science. The thesis is independently completed by the student to confirm the formation of his knowledge, abilities and skills in the field of international economic cooperation and its regulatory support.

The aim of the thesis is to consolidate the student's theoretical knowledge of objective laws, real processes and specific features of the international economic activity of business entities and to master the skills in analysis, evaluation of its effectiveness and substantiation of directions for further development or improvement.

As a result of writing the thesis, the student must confirm the competences acquired in the process of study. The tasks of the thesis are implemented through the achievement of the following program learning outcomes (Table 1).

Table 1

Learning outcomes and competences

Learning outcomes	Competences that must be mastered by a student of higher education
LO 4	GC 8
LO 5	GC 1, SC 1, SC 4
LO 6	GC 6, SC 6
LO 7	GC 8
LO 15	GC 8

Where: GC is general competences:

GC 1. The ability to generate new ideas (creativity).

GC 6. The ability to develop and manage projects.

GC 8. The ability to conduct research at the appropriate level.

SC is special competences:

SC 1. The ability to apply scientific, analytical, methodical tools to substantiate the strategy of development of economic entities and related management decisions.

SC 4. The ability to use modern information technologies, methods of research of economic and social processes adequate to the established research needs.

SC 6. The ability to formulate professional tasks in the field of economics and solve them choosing the appropriate directions and appropriate methods for solution of the tasks, taking into account the available resources.

LO is learning outcomes:

LO 4. The ability to develop socio-economic projects and a system of complex actions for implementation of projects taking into account their goals, expected socio-economic consequences, risks, legislative, resource and other restrictions.

LO 5. The ability to adhere to the principles of academic integrity.

LO 6. The ability to evaluate the results of one's own work, demonstrate leadership skills and the ability to manage personnel and work in a team.

LO 7. The ability to choose effective methods of managing economic activity, substantiate the proposed solutions on the basis of relevant data and scientific and applied research.

LO 15. The ability to organize the development and implementation of socio-economic projects, taking into account informational, methodical, material, financial and personnel support.

1. Guidelines for the completion of a thesis

For successful completion of the thesis, the student must strictly follow the following recommendations.

The thesis is performed in the following sequence:

choosing a thesis topic;

study of literature on the chosen topic;

drawing up a work plan;

writing and design of the work;

submission of the thesis to the supervisor for review;

public thesis defense.

The completion of the thesis begins with the student's choosing a topic in accordance with the list of topics approved by the Department of International Economics and Management (Appendix A) and agreeing it with the supervisor of the thesis.

The topics offered for writing theses are typical. The student can choose a topic that is not specified in this particular list, but it must be agreed with the supervisor of the thesis.

Drawing up a plan (formulating the content) of the thesis, processing the selected materials and writing the paper is one of the most important stages in conducting research. The student prepares the content (plan) of the diploma thesis independently and then agrees it with the academic supervisor. During the preparation of the thesis, the content is specified in accordance with the selected materials. The processing of materials makes it possible to carry out a critical assessment of the level of study of the chosen issue, to determine the priority direction in the research and to forecast its further development (improvement).

In the process of performing the work, along with theoretical knowledge and practical skills in the field, the master's student must demonstrate the ability to do scientific and research work, think creatively, solve current scientific and applied tasks. The master's thesis must necessarily contain the results of the student's previous research, which was carried out during the writing of a scientific article or approbation of scientific materials at conferences (1 – 3 scientific publications).

The completion of the diploma work begins with the study of scientific works of domestic and foreign authors on the issues of the development of the world economy and international economic activity of economic entities. The results of the study of literary sources are presented in the form of analysis and generalization of debatable issues from the researched issues.

2. The structure and content of the thesis

The writing of a master's thesis is carried out according to the following structural scheme: justification of the relevance of the chosen topic, definition of the purpose and setting of specific research tasks, selection of the object and subject of research, methods of conducting research during the research process, discussion of research results, formulation of conclusions and

evaluation of the obtained results. Therefore, the master's thesis must contain the following structural elements (in the order of their placement in the work):

- 1) the title page (an explanatory note);
- 2) submission of an application to the head of the examination commission (EC) regarding the defense of the thesis;
- 3) the contents;
- 4) the introduction;
- 5) the main part (three sections subdivisions with subsections);
- 6) conclusions;
- 7) a resume;
- 8) a list of the used sources;
- 9) appendices.

The given structural elements are mandatory for a master's thesis and will be discussed in detail later.

The template of the cover letter (an explanatory note) is provided by the dean's office of S. Kuznets KhNUE, filled out by the student independently, checked by the supervisor. The form of the title page is given in Appendix B.

An application to the head of the EC regarding the defense of the master's thesis is a document provided by the dean's office of S. Kuznets KhNUE, which contains a certificate of success of the master's student, the thesis supervisor's conclusion about its readiness for defense, and the department's conclusion about the thesis (Appendix B).

The contents contain the names of the structural elements of the thesis (the introduction, a list of sections and subsections of the main part of the text, conclusions, a resume, a list of the used sources, appendices) with the numbers of their initial pages in the text. The names of sections and subsections of only the first order are included in the table of contents. An example of the design of the content is given in Appendix C. The title page, the tasks, an application to the head of the EC regarding the defense of the work, and the contents are not numbered, but are included in the total number of pages in the master's thesis.

If specific terminology is used in the work, as well as little-known abbreviations, new symbols, designations that are repeated in the work at least three times, then a list of conventional designations is made. These lists are presented in the work on a separate page before the introduction and are printed in two columns, in which the designations and abbreviations are listed alphabetically on the left, and their detailed transcription is on the right.

If specific terms, abbreviations, symbols, designations, etc., are repeated less than three times in the work, they are not listed, and the decipherment is given in the text at the first mention.

The introduction reveals the essence and state of the task, the grounds and initial data for the development of the topic, the justification of the need to conduct research. Its main role is preparation for understanding the main text. The introduction reveals the relevance of the topic, defines the purpose and main tasks of the work, the object and subject of the research, the structure, methods and information base of the research. The logic of writing an introduction should meet the structure and the following requirements:

the relevance of the topic is determined by the relevance and expediency of the work on the chosen topic through a critical analysis of the experience of leading scientists in the relevant field and empirical material;

highlighting the works of well-known authors, i.e. providing a list of the research of leading scientists, according to the issues of the master's work, citing their contribution to the chosen issue of the work and outlining the issues that are unresolved. The literature review should demonstrate the student's ability to work with special literature, systematize sources, critically examine them, single out the essential, evaluate what was done earlier by other researchers, and determine the main thing in the current state of studying the topic. The given names of famous scientists who developed the researched problem should correspond to the analyzed works according to the list of the used sources. During the preparation of a master's thesis, it is mandatory to refer to the educational and scientific works of the scientific and pedagogical workers of S. Kuznets KhNUE, foreign literature published in a foreign language, articles in scientific specialized publications;

when determining the purpose and tasks of the research, special attention is paid to the correspondence of the purpose and tasks to the chosen topic of the thesis, the subject and the object of the research. Specific tasks are indicated in the form of a list. Each task is written with a paragraph. For example, they are presented as follows: *analyze the essence and main components...*, *identify the influence of external and internal environmental factors on...*, *improve the formation process...* Tasks are formulated as carefully as possible, since the description of a solution to them should reflect the content of the constituent parts of the work. At the same time, the headings of sections and subsections are formed on the basis of work tasks. Tasks are

listed as follows: *study...*, *investigate...*, *analyze...*, *characterize...*, *establish...*, *discover...*, *determine...*, etc. Tasks should reflect the content of sections or subsections of the thesis. In the future, when writing conclusions, it is advisable to build them from the point of view of achieving the goal and fulfilling the set tasks;

the object of research can be only the phenomenon or process that gives rise to the problematic situation chosen for research. For example, *the object of research is the process of development of advertising for a product...*. The object and the subject of research as a category of the scientific process are related to each other as general and partial. In the object, the part of it that is the subject of research, is singled out;

the subject of research must correspond to the chosen object of research considered in the master's thesis. It is the subject that the main attention of the performer is focused on, since the subject of research determines the topic of the diploma project, which is defined on the title page as the title. For example, the subject of research is the improvement of an advertised product;

research methods include disclosure of the information base and used research methods. The chosen methods should contribute to the realization of the work tasks. The most common general scientific methods are: comparison, abstraction, analysis, synthesis, analogy, generalization, etc., and scientific methods are mathematical and statistical, graphic, linguistic, sociological, etc. After the description of the research methods in the introduction, it is noted that the logic of the research, which connects the stages of performance of the work with the assigned tasks and the obtained results, is indicated in the scheme of the logic of the construction of the master's thesis;

the scientific novelty contains the definition of positions (according to subsections of the sections of the master's thesis) with an indication of the differences characteristic of each predicted result obtained personally by the master's student;

the scientific and practical significance of the obtained results is presented in the form of information on the scientific use of research results or recommendations for the use of them;

approval of the research results is confirmed by providing information about the publication of the results obtained in the master's work in scientific articles, abstracts of reports at conferences, etc. The name and source data of the publication of the main research results are indicated in parentheses.

It is noted that a copy of a scientific publication is given in the corresponding appendix with the inclusion of the title page of the source, the page of the source with the original data, the content page where the publication is indicated, the text of the publication.

The length of the introduction should be 3 – 4 pages.

The main part of the work contains three sections (theoretical, analytical and project). Each chapter begins with a new page. Sections are divided into subsections. Each subsection should contain complete information. The number of units is determined by the master's student together with the supervisor. In the main part of the work, theoretical and methodical provisions, problematic issues, debatable and unresolved aspects of the topic, scientifically based, socio-economic, professionally oriented solutions are presented. At the end of each unit, brief conclusions are presented regarding the completed task, which is solved within the unit. The subsection does not end with a reference to sources, a figure or a table. Each subsection is given in a space after the text of the previous subsection of the section (first, second or third, respectively). The volume of each section should be 20 – 25 pages.

The master's thesis must contain conclusions, which begin on a new page immediately after the main content of the work. They present the most important results obtained during the completion of the thesis. The style of presentation of conclusions should be clear, concise, oriented to practical use in the activities of the enterprise (organization, institution). The volume of conclusions should be 3 – 4 pages.

The resume contains a concise description of the thesis, including its relevance, purpose, object and subject of research and main results (conclusions) in English.

In accordance with the chosen topic, search, systematization and retrospective analysis of sources of scientific and methodical information are carried out, namely: monographs, abstracts of dissertations, textbooks and manuals, publications in periodical professional editions, reference journals, information from the Internet. The list of the used sources is given after the conclusions on a new page, it must contain end-to-end numbering and at least 75 sources with the obligation to refer to them in the text of the work. Special attention is paid to the publications of the leading scientists of the department and the university. When choosing information sources, use:

scientific publications indexed in international scientometric databases (Scopus, Web of Science (WOS), Index Copernicus, etc.);

scientific publications in electronic and printed professional editions, such as "Business Inform", "Development Economics", "Development Management", "Actual Problems of the Economy", collections of scientific works of leading universities, etc.;

statistical directories of the State Statistics Committee of Ukraine, the State Fiscal Service of Ukraine, the Ministry of Economic Development and Trade of Ukraine, statistical databases of local self-government bodies, international statistical databases of the UN, IMF, World Bank, WTO, OECD, etc.;

electronic publications.

After the list of the used sources, on a new page, appendices are placed that contain materials necessary to reveal the completeness of the content of the master's thesis, but being included in the main part of the work may change the orderly and logical idea of the work, or due to the large volume cannot be consistently placed in the main part of the work. In the appendices, the master's thesis must contain copies of scientific publications on the subject of the master's thesis; a statement on compliance with professional ethics. In addition to the mandatory components, the appendices include auxiliary material necessary for a complete understanding of the master's work, in particular: primary documents regarding the activities of enterprises, organizations; financial reporting of forms; tables of auxiliary digital data; calculations of economic indicators of enterprises, organizations; instructions and methods, description of algorithms and programs for problem solving, if they were developed during writing the master's thesis; illustrations of auxiliary nature.

The total volume of the thesis should be from 60 to 80 pages of printed text (not including tables, figures and the list of literary sources). The volume of any subsection of a master's thesis must be no less than 8 pages.

3. Linguistic peculiarities of text design and thesis citation requirements

The text of the thesis ought to be written in a scientific style. It is characterized by the following components: substantive logic, integrity, objectivity, brevity, clarity, comprehensibility, completeness, evidentiary judgments. Scientific style also involves the use of scientific terminology in the text. The text is

presented in the first person plural or in the third person, for example: *we think ... ; in the opinion of the author ...* .

The most important means of logical communication are special functional and syntactic constructions that indicate the sequence of thought development. For example, the following expressions are used to display cause-and-effect relationships: *therefore; according to what; due to the fact that; because of; besides this*, etc. To switch to another opinion, the following expressions are used: *before pointing to; should be considered*, etc.

Conclusions mostly begin like this: *thus; so; the conducted research made it possible to reach the following conclusions; the above allows us to state that; the study proved that; summarizing, it is necessary to define* etc.

Sentences with clear syntactic connections are characteristic of the scientific style, for example: *according to; as a result; despite the; compared to*, etc.

A mandatory requirement for the objectivity of the presentation of the material is the source to which the student refers. In this case, the following words and phrases are used: *according to; according to such data*, etc.

The scientific style also involves the wide use of passive constructions, for example: *the necessary conditions have been clarified, considered, analyzed, substantiated*, etc. The following constructions are also typical elements of linguistic and stylistic design of a thesis:

the relevance of research is determined by;

analysis of papers on issues... [1; 3; 7] testified that;

the purpose of the research is;

the tasks of the research are determined by its purpose and include;
characterize;

to determine;

single out;

to investigate;

to find out;

the set goal involves solving such tasks;

the following methods are used in the work;

the practical significance of the research is;

the obtained results of the study are that;

the study... showed (demonstrated, testified) that;

the results of the study proved that;

based on the analysis of achievements;

the results of the comparative analysis proved that.

To support the author's arguments, references to an authoritative source or for a critical analysis of this or that printed work are cited. Adhere to the following general citation and referencing requirements:

1) each quote must be accompanied by a link to the source. The text of the quotation is enclosed in quotation marks and the source of the quotation is given in a grammatical form preserving the features of the author's writing, and the reference to the source of the quotation in the text of the work is arranged as follows: [3, p. 125], where 3 is the reference source number, 125 is the page number of the given quote. The numbers of the pages to which there are references in the thesis are also given in case materials from sources that have a large number of pages are used;

2) the citation must be complete, without distortions of the author's thoughts. Omission of words, sentences, paragraphs during citation is allowed and marked with three dots;

3) references to sources without citation in the text of the thesis are drawn up according to their list in square brackets without indication of the pages, for example, when there are references to many sources – "...covered in the works of outstanding domestic scientists ... [1 – 7]", or [2; 12], or [4] for one source;

4) references to illustrations, tables or formulas used in the study are indicated according to their serial number. For example: "Fig. 1.1", "see Table 1.1", etc.

If the student has his own publications, they are referenced in the main text.

4. General requirements for writing a thesis

During the writing of the master's thesis, the normatively established requirements for the design of text, tables, formulas, calculations, diagrams, and drawings are observed.

The thesis is drawn up in accordance with National Standards of Ukraine 3008-95 "Documentation. Reports in the field of science and technology. Structure and registration rules". Such work is completed with the help of a computer – the text is printed on one side of a sheet of standard A4 paper up to thirty lines per page. Paragraph indentation must be the same throughout

the work and equal to 5 characters (approximately 1.25 cm), alignment of the main text in width.

The print font should be clear, the line should be black with medium boldness. When typing on a computer, the font Times New Roman, size 14 is used with 1.5 interline spacing. When designing tables and figures, the use of font size 12 is allowed. The line spacing in the table can be from 1.0 to 1.3.

The text of the thesis is printed with mandatory compliance with the following margins from the edge of the sheet: 30 mm left, 10 mm right, 20 mm top and bottom.

During the execution of the work, uniform density, contrast and clarity of the image should be observed throughout the work. The work should have clear lines, letters, numbers and other signs. All lines, letters, numbers and signs must be uniformly black throughout the work. Typographical errors and graphic inaccuracies are corrected with the help of a proofreader and by applying the corrected text in the same place.

The numbering of pages, sections, subsections, illustrations, tables, and formulas is given in Arabic numerals.

The page number is placed in the upper right corner. Start numbering the pages with the introduction, taking into account the previous pages: the title page, the table of contents.

The headings of the structural parts of the work "CONTENTS", "INTRODUCTION", "SECTION", "CONCLUSIONS", "A LIST OF THE USED SOURCES", "APPENDICES" are printed in capital letters symmetrically to the text.

Each structural part of the thesis begins with a new page. The headings of the structural parts of the work are placed in the center and written in capital letters without a period at the end.

The text of the main part of the work is divided into sections and subsections. Names of sections and subsections of the main part of the work should have numbered headings. If the title consists of two or more sentences, separate them with a period. The distance between the section and subsection headings and the heading and text should be equal to 1 computer space.

The number of the subsection consists of the number of the section and the serial number of the subsection, between which a dot is placed. There should be a period at the end of the subsection number, for example: 2.3.

(the third subsection of the second section). Then, in the same line, indicate the title of the subsection (Fig. 4.1).

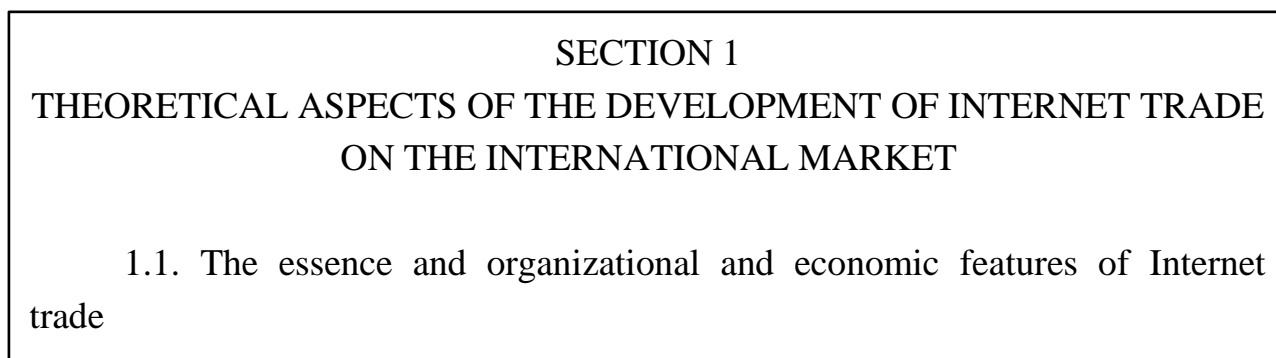


Fig. 4.1. An example of design of the title of a section and a subsection in the thesis

All sections of the work begin on a new page, start a new subsection on the same page on which the previous one ended, with the first line indented. The last page of each section should be filled with text for at least 2/3 of the page.

Throughout the text of the work, the same type of quotation marks should be used: "text".

Enumerations are given in the text if necessary. A colon is placed before the enumeration. Nothing is placed in front of each item of the list, the list is made from a paragraph with a small letter.

Illustrations and tables are presented in the thesis immediately after the text, where they are mentioned for the first time, or on the next page. *Illustrations* are marked with the word "Fig." and are numbered consecutively within the section, except for the illustrations provided in the appendices.

The number of the illustration consists of the number of the section and the serial number of the illustration, between which a period is placed. For example: Fig. 2.3 (the third figure of the second chapter). If one illustration is given in the paper, it is numbered according to the general rules (Fig. 4.2).

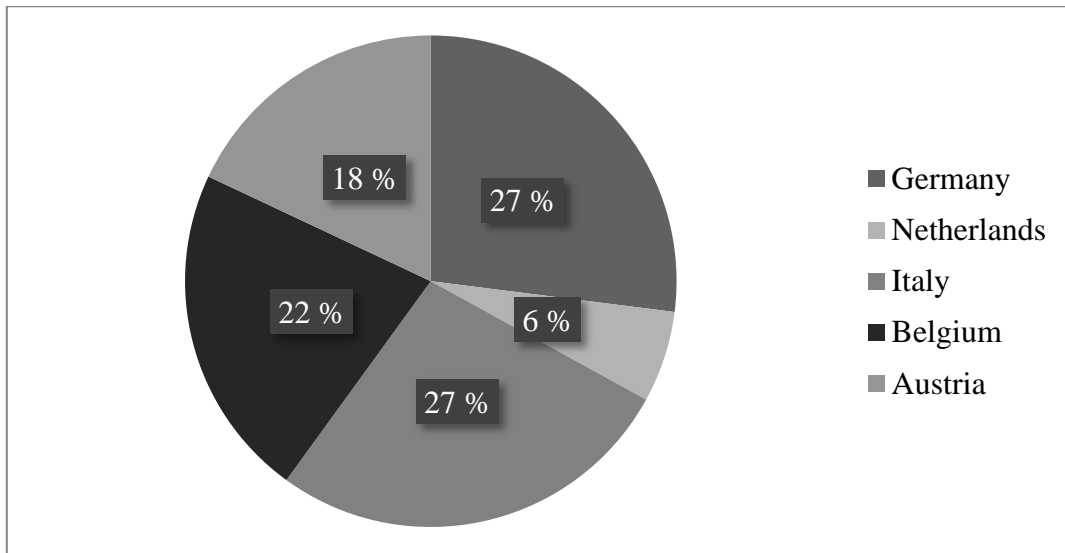


Fig. 2.8. The structure of the company's export volumes to the markets of Western Europe in 2022

Fig. 4.2. An example of presenting illustrations in a thesis

The name of the illustration is placed below the illustration with an indent. Illustrations and tables placed on separate pages of the thesis are included in the overall page numbering.

Tables should have a title that is placed above the table symmetrically to the text. In the upper right corner above the relevant heading, the inscription "Table" with its number is placed.

The table number consists of the section number and the serial number of the table, for example: "Table 1.1" (the first table of the first section). Graph headings should begin with uppercase letters, subheadings with lowercase letters. An example of building a table is shown in Fig. 4.3.

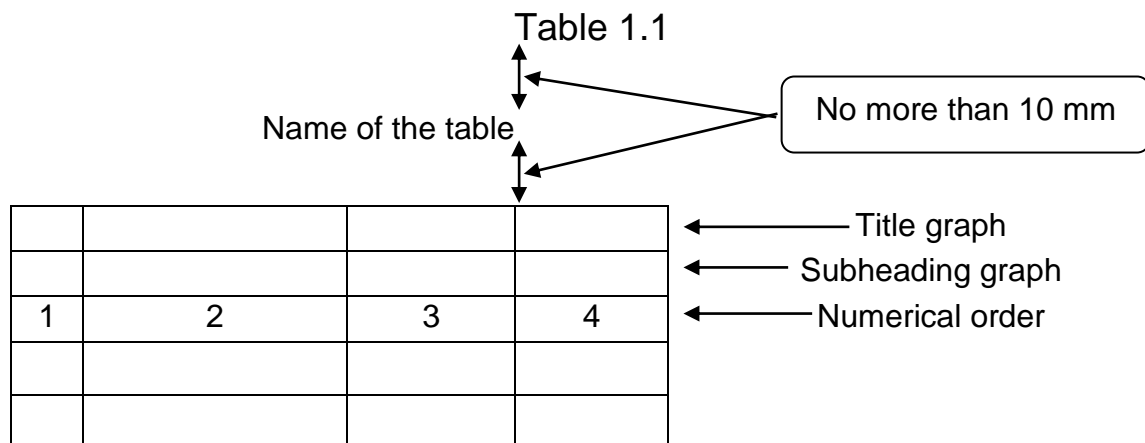


Fig. 4.3. An example of building a table in a thesis

When transferring a part of the table to another page, write the words "Continuation of the table", "End of the table" and indicate the table number.

For example, "Continuation of table 1.1", the numbering of the table columns in this case will be the table header. An example of building a table transfer is shown in Fig. 4.4.

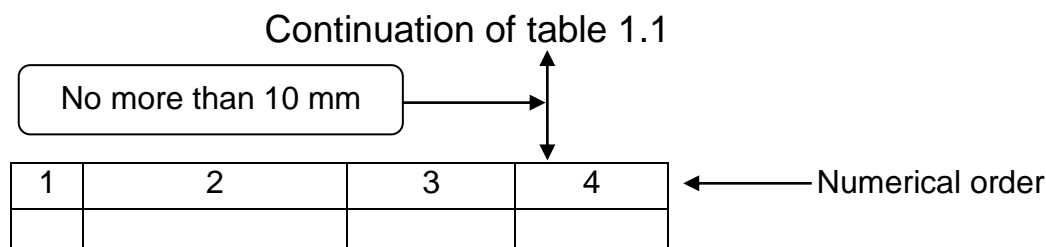


Fig. 4.4. An example of transferring a table in a thesis

Notes to the text and tables, which indicate reference and explanatory data, are numbered consecutively within one page. If there is one note, it is not numbered and a period is placed after the word "Note". If there are several notes on one sheet, then a colon is placed after the word "Notes", for example:

Notes:

1. ...
2. ...

The distance between the previous and following text and the table should be equal to 1 line (no more than 10 mm).

Formulas in the work must be executed in the formula editor. The number of the formula consists of the number of the section and the serial number of the formula in the section. Formula numbers are written near the right margin of the sheet at the level of the corresponding formula in round brackets, for example: (1.1) (the first formula of the first section). Explanations of the values of symbols and numerical coefficients are given directly below the formula in the sequence in which they are given in the formula.

The value of each symbol and numerical coefficient is given on a new line. The first line of the explanation begins with the word "where" without a colon. For example: the macroeconomic indicator of the efficiency of foreign trade circulation is calculated according to the following formula:

$$E_{\text{FTC}} = \frac{B_{\text{I}}}{B_{\text{E}}}, \quad (1.5)$$

where E_{FTC} is the efficiency of foreign trade circulation;
 B_{I} is the cost savings as a result of imports;
 B_{E} is national expenditure on exports.

Leave one free line above the formula and below the formula comments. Small and simple formulas that do not have an independent meaning are written inside the lines of the text.

The list of the used sources is placed either in alphabetical order or in the order in which the sources are mentioned in the text by their consecutive numbering. It is compiled in accordance with the requirements of DSTU 8302:2015 "Information and documentation. Bibliographic reference. General provisions and rules of compilation", which entered into force on 01.07.2016. In accordance with the standard, examples of bibliographic descriptions are provided in Appendix D.

Appendices are not included in the total scope of the thesis. The author of the work and the supervisor determine the appropriateness of providing appendices, their number, nature and scope. In the main part of the work, a mandatory link to the appendices is provided. Appendices are drawn up as a continuation of the work and placed in the order in which references to them appear in the text. Each appendix starts with a new page. The appendix must contain a title, printed in the right corner of the line above the title in lower-case letters with the first capital letter. Appendices are marked consecutively with capital letters of the Ukrainian alphabet, for example, "Appendix A", "Appendix Б", etc. The only appendix is designated as "Appendix A". Financial statements of the enterprise with seals and signatures of officials are not included in the appendices.

5. Regulatory control and academic integrity of a thesis

In order to ensure the proper quality of execution, each master's thesis must be monitored for compliance with the norms and requirements established for the preparation of such works. Normative control of graduation theses is carried out by academic supervisors appointed by order, in accordance with the norm control schedule approved by the department.

During the period provided in the schedule, the student is obliged to personally provide the supervisor with a printed (electronic during the online learning format) copy of the fully completed and properly executed thesis for review. If the design of the thesis fully meets the requirements for this type of work, the supervisor puts his visa on the last page of the list of sources used. The scientific supervisor has the right not to sign the work if its design generally does not meet the requirements established by these guidelines, and the remarks are of a systematic nature and concern almost all elements of the work.

Within one or two days after passing the standard control, the student is obliged to eliminate the shortcomings mentioned in the comments regarding the design of the thesis and pass the standard control again. Diploma theses that have passed standard control after elimination of the deficiencies are submitted for binding (the electronic version is placed on the S. Kuznets KhNUE Personal Learning Systems site in case of the online education format). The decision on this is made by the thesis supervisor.

When writing and defending a thesis, students of higher education must adhere to the principles of academic integrity, which include:

- independent performance of the assigned tasks;

- references to sources of information in case of use of ideas, developments, statements, information;

- compliance with the legislation on copyright and related rights;

- provision of reliable information about the results of one's own educational (scientific) activity, used research methods and sources of information.

The main types of violations of academic integrity during the completion of a thesis are:

- academic plagiarism (fragments of written works, ideas, data, models, illustrations; lack of proper references, citation errors);

- fabrication (providing fictitious or unverified data; references to fictitious sources of information, etc.);

- falsification (unjustified correction of the results of one's own scientific research or performance of educational tasks; provision of deliberately changed data, incomplete or distorted information about the approval of the results of research and development);

- deception (presenting works commissioned by other persons as the results of one's own work; providing reviews of scientific or educational works without proper examination of them).

In order to eliminate the dishonest attitude of students to the completion of thesis tasks, to prevent manifestations of academic dishonesty, each master's thesis undergoes a thorough check for plagiarism with the help of appropriate software. In order to check the uniqueness of the text, the electronic (final) version of the thesis is submitted to the educational and methodical department within the set deadline. Based on the results of the work check for plagiarism, a certificate is provided, which is attached to the diploma thesis and on the basis of which the examination commission makes a decision on the evaluation of the work. In the case of a low level of uniqueness of the text of the thesis, which is characterized by the predominant amount of dishonest borrowing of materials from the researches of other authors, the work is not allowed to be defended.

6. Reviewing and signing a thesis

According to the regulations, the student is obliged to submit the thesis to the supervisor for review in parts within the prescribed time limits. The final version of the thesis with the signature of the author of the thesis and a signature indicating that it has passed regulatory control is submitted to the supervisor of the thesis for signature no later than a week before the start of the work of the certification commission.

The following documents must be attached to the finished thesis:

a certificate on checking the thesis for plagiarism;

external review of the thesis. External reviewers can be leading specialists who work at enterprises (except for the employees of the enterprise – the official base of practice), in scientific institutions, teachers of other institutions of higher education and other specialists specializing in solving problems related to the topic of the thesis. The external review is provided in written form, it must contain the following components:

conclusions regarding the relevance of the chosen thesis topic;

a description of the completeness of the disclosure of the topic of the thesis, the correspondence of the content of the thesis to the task;

conclusions regarding the use in the work of modern forms and methods of research and processing of materials, methodical approaches to improving the company's activity in accordance with the topic of the thesis;

scientific novelty and quality of the feasible analysis of the problem;

argumentation of conclusions and reasonableness of proposals;

the practical value of conclusions and specific proposals, recommendations for improving the management of certain aspects of the enterprise's activity, increasing its efficiency;

the presence of remarks and shortcomings in the thesis;

assessment of general impressions of the thesis (design, style and literacy of the presentation, etc.);

other issues at the discretion of the reviewer;

the reviewer's opinion on the compliance of the quality of the completed thesis with the requirements for such works, on the possibility of admitting it to defense and, if desired, comments and suggestions on the evaluation that the work deserves according to the four-point system: excellent, good, satisfactory, unsatisfactory.

The reviewer must sign the review, indicating his/her surname, first name and patronymic, place of work and the position he/she holds, and certify the signature.

The final procedure for admitting the thesis to defense is the review of the listed accompanying materials and signatures by the head of the department. Admission to the defense is carried out by making a corresponding entry by the head of the department in the conclusion of the department on the thesis and obtaining the signature of the dean of the faculty. If the head of the department considers it impossible to allow the diploma thesis to be defended due to its unsatisfactory quality, this issue must be heard at the meeting of the department. Discussions are formalized in a protocol and submitted for approval to the dean of the faculty of international economics and entrepreneurship and the rector of S. Kuznets KhNUE.

7. Defense and evaluation criteria for a thesis

The defense of the thesis is carried out publicly in front of the examination commission consisting of the chairman and members of the commission – teachers of the department.

Students who have fulfilled all the requirements of the curriculum are allowed to defend their theses. Lists of students admitted to the defense of theses are submitted to the examination commission.

The student prepares a report, presentation and demonstration material for defense. The time of the speech should not exceed 10 minutes, it should be concise, specific, using demonstration materials: posters, illustrative material

(a set of tables, graphs, diagrams, schemes or appropriate slides). The main purpose of such means is to provide a detailed and vivid support for certain statements of the author, therefore, during the report, timely reference is made to the relevant material, and the attention of the commission members is focused on it. The number of copies of the demonstration material prepared by the student must not be less than the number of members of the examination commission. In the case of using slides, the student must make sure that all technical means are available and he is well-prepared to use this method of presentation.

The candidate begins the defense of the thesis with a report in which he discloses:

- actuality of the theme;

- the work structure;

- the object of study;

- conclusions based on the analysis, the content of the proposed measures and justification of their effectiveness (it is recommended that at least 70 % of the time allocated for the report be spent).

At the end of the report, the graduate should indicate: which of his developments and conclusions have been implemented or planned for implementation; where else, in his opinion, should the research results be applied; what is the actual or expected socio-economic effectiveness of his proposed measures.

During the report, they refer to the illustrative material, briefly explaining its content.

After the report is finished, the members of the examination commission, as well as those present at the defense, ask the applicant questions.

The task of the examination commission is to determine the level of the student's theoretical training, his readiness for professional activity and to make a decision on the possibility of awarding a master's degree and issuing a diploma in speciality 051 "Economics".

After answering the questions, the review is read. The graduate must give a reasoned answer to the reviewer's remarks. Then, the head of the examination commission is given the floor to characterize and evaluate the work.

During the defense, the secretary of the examination commission keeps minutes of the meeting. The opinion of the members of the examination commission on the practical value of the work and recommendations on the use of the author's proposals are noted separately.

The total time of defense of the master's thesis should not exceed 20 minutes on average per student.

After discussion of the defense results at a closed meeting of the examination commission, a decision is made regarding the points scored by the students. In case of disagreement between the members of the examination commission, the chairman's opinion is decisive. The decision of the commission is announced by the chairman immediately after the end of the meeting.

After defense, the master's theses are transferred to the archive of S. Kuznets Kharkiv National University of Economics.

The maximum score for the thesis defense is 100 points. A flexible approach is used to assess the student's knowledge during the defense, depending on the level of his theoretical preparation, the report and the quality of the answers to questions on the topic of the thesis.

90 – 100 points are scored for a systematic analysis of the problem and object of research; clear mastery of the conceptual apparatus, methods, techniques and tools for diagnosing the international economic activity of a business entity; logical and comprehensive answers to the questions of the supervisor and members of the commission during the defense.

A score of 82 – 89 points is given for a systematic analysis of the problem and object of research; mastery of the conceptual apparatus, methods, techniques and tools for diagnosing the international economic activity of a business entity; minor random errors in the student's answer during the defense which do not significantly affect its completeness and content.

A score of 74 – 81 points is given for the analysis of the problem and object of research; mastery of the conceptual apparatus, methods, techniques and tools for diagnosing the international economic activity of a business entity; lack of substantiated conclusions; the student's answers during the defense being not sufficiently substantiated.

A score of 63 – 73 points is given for insufficient ability to apply theoretical knowledge for writing a thesis; unclear mastery of the conceptual apparatus, methods, techniques and tools for diagnosing the international economic activity of a business entity; lack of substantiated conclusions; significant errors in the student's answer during the defense, which significantly affect its completeness and content.

A grade of 60 – 62 points is given to a student for partial mastery (up to 50 %) of the program material and its incorrect use for writing a thesis; lack of mastery of the conceptual apparatus, methods, techniques and tools

for diagnosing the international economic activity of a business entity; lack of substantiated conclusions.

The evaluation of the thesis is determined in accordance with the Provisional Regulations "On the procedure for evaluating the results of students' studies according to the accumulative point-rating system" at S. Kuznets KhNUE. Grades according to this scale are entered in the records of success, the student's individual study plan and other academic documentation.

Recommended literature

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Appendices

Appendix A

Recommended topics for theses

1. Development of the export potential of domestic enterprises in the conditions of international economic integration of Ukraine.
2. Improvement of the international economic activity of an enterprise in the conditions of martial law.
3. Development of the enterprise's export activity in a global competitive environment.
4. Development of foreign trade in high-tech goods of Ukraine (based on a specific example).
5. Development of methodical support for evaluating the export potential of an enterprise.
6. Improvement of methodical provision of diagnosis of the state of export potential of an enterprise.
7. Analysis of enterprise risks in the international environment.
8. The use of digital networks for the promotion of goods (services) in the foreign market (based on a specific example).
9. Analysis of priority foreign markets for the implementation of the enterprise's export activities (based on a specific example).
10. Organization of international advertising activities of an enterprise.
11. Tools for business promotion to the foreign market (based on a specific example).
12. Development of Internet trade and assessment of its effectiveness on the international market.
13. Strategic analysis of an enterprise development in the context of increasing the country's international competitiveness.
14. Formation of the strategy of the international company's entry into the services market of Ukraine.
15. Formation of marketing policy in international companies.
16. Development of international marketing activities of an enterprise.
17. Development of measures to increase the efficiency of sales activities of an export-oriented enterprise.

18. Improvement of marketing analysis of foreign markets in the enterprise's export activities.
19. Improvement of international marketing activities of an enterprise.
20. Formation of a product strategy of an export-oriented enterprise.
21. Formation and implementation of the international sales strategy of an enterprise.
22. Formation and implementation of the enterprise's price strategy on the foreign market.
23. Formation of network structures in the global business environment.
24. Analysis of the external environment in the management of the enterprise's international business.
25. Information support for controlling the foreign economic activity of an enterprise.
26. Justification of investment support for the development of international economic activity.
27. Justification of the competitive advantages of national manufacturers on the international market (based on a specific example).
28. Improvement of methodical provision of assessment of the external environment in the management of the international business of an enterprise.
29. Improvement of the mechanism of stimulation of foreign investments in the machine-building industry of Ukraine.
30. Improvement of the organizational and economic mechanism of ensuring international competitiveness of an enterprise.
31. Improvement of the organizational and economic mechanism of ensuring the international innovative activity of an enterprise.
32. Improvement of the organizational and economic mechanism of ensuring the foreign trade activity of an enterprise.
33. Improvement of the organizational and economic mechanism of ensuring the international logistics activities of an enterprise.
34. Formation of the international investment strategy of an enterprise.
35. Increasing the investment attractiveness of an enterprise in international business.
36. Formation of the system of financial support of the international activity of an enterprise.

37. Formation of a strategy for attracting foreign investment in high-tech start-up projects.

38. Development of analytical tools for assessing the international competitiveness of an enterprise.

39. Development of analytical tools for evaluating the effectiveness of the international economic activity of an enterprise.

40. Formation of the international business management strategy of industrial enterprises.

41. Formation of strategic competitive advantages in the enterprise's export activities.

42. Increasing the international competitiveness of an enterprise based on the diversification strategy.

43. Improvement of methodological support for the analysis of the international competitiveness of an enterprise.

44. Formation of a mechanism for managing the international competitiveness of an enterprise.

45. Assessment of the influence of the intellectual factor on the development of the international competitiveness of an enterprise (based on a specific example).

46. Development of competitive business models for enterprise development on world markets.

47. Assessment of the influence of foreign investments on the development of enterprises of the agro-industrial complex of Ukraine.

48. Forecasting the financial stability of a production enterprise in conditions of instability of the world economy.

49. Transformation of the international business strategies of an enterprise in the digital economy.

50. Improvement of global development strategies of Ukrainian vertically integrated companies.

51. Justification of the price policy in ensuring the competitive advantages of an enterprise on international markets.

52. Development of a mechanism for the activation of international scientific and technical cooperation of companies.

53. Increasing the effectiveness of cross-border trade of Ukrainian enterprises with European countries.

54. Improvement of methods of optimization of international business processes of an enterprise.

55. Formation of the business model of an international company.

56. Branch analysis of the competitive environment of an international company (based on a specific example).

57. Forecasting the foreign economic activity of an enterprise.

58. Optimizing the structure of the enterprise's foreign trade activities on European markets.

59. Innovative activity as a factor of world integration and post-war recovery of Ukraine.

60. Migration of labor resources as a factor of global integration and post-war recovery of Ukraine.

An example of design of the title page of a diploma thesis

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS
FACULTY OF INTERNATIONAL ECONOMICS AND ENTREPRENEURSHIP
DEPARTMENT OF INTERNATIONAL ECONOMICS AND MANAGEMENT**

Level of higher education	Master's (second)
Speciality	Economics
Educational program	International Economics
Group	8.06.051.130._____

GRADUATION THESIS

on the topic: "Development of Internet trade and evaluation
of its effectiveness on the international market"

Performed by: student Volodymyr BELYAVTSEV

Supervisor: Doctor of Science in Economics, Associate Professor Victoria KOZUB

Reviewer: Doctor of Science in Economics, Associate Professor Oksana KULINICH

**An example of an application to the Chairman of the examination
commission regarding the defense of the thesis**

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY
OF ECONOMICS
**PRESENTATION
HEADS OF THE EXAMINATION COMMISSION
CONCERNING THE DEFENSE OF THE THESIS**

Volodymyr BELYAVTSEV, a student of the Master's (second) level of higher education, is recommended for defending his thesis in speciality 051 "Economics" of the educational program "International Economics" on the topic: Marketing analysis of foreign markets in the export activity of an enterprise. The subject and supervisor of the thesis were approved by the rector's order dated September 1, 2022 No. 790-C.

Dean of the faculty: Tetyana STAHL

Certificate of success and compliance with DSTU requirements

During his studies at the Faculty of International Economics and Entrepreneurship from 2021 to 2022, Volodymyr BELYAVTSEV fully completed the curriculum according to the educational program with the following distribution of grades according to the national scale: excellent 13 %, good 33 % , satisfactory 54 %.

Faculty specialist: Natalia BARKHATOVA
Standard control: Nadia PROSKURNINA

The thesis supervisor's conclusion

Student Volodymyr BELYAVTSEV completed his thesis in full and on time. The content of the work as a whole corresponds to the chosen topic, the developed measures are justified. The style and language of the presentation of the thesis meet the requirements for works of this level. Scientific-methodical and regulatory sources on the topic of research, financial, managerial and statistical reporting of an enterprise were used when writing the work. The work was performed using information technologies. Based on the results of the research, a scientific article was prepared for publication in a professional collection of scientific works. The thesis is recommended for defense in EC.

Head of work: Victoria KOZUB

The conclusion of the department on the thesis

The thesis was considered at the meeting of the Department of International Economics and Management, protocol No. 4 dated November 26, 2022. Student Volodymyr BELYAVTSEV is allowed to defend this thesis in the examination commission.

Head of Department:

The thesis is signed by the qualified electronic signature
Nadiya Viktorivna Proskurnina

The certificate was issued by "Diya". Qualified provider of electronic trust services
Serial number 3ED5083160DBC59B04000000DE5D0C00A3897600

An approximate plan of the thesis
on the topic "Development of Internet trade and its effectiveness
on the international market"

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**Examples of design of bibliographic description
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in the list of used sources**

Characteristics of the source	Example of design
1	2
<p>A book: 1 author. Surname and initials. Name : information about the name. Place of publication : Publishing house, year of publication. Pages.</p>	<p>Тимошик М. С. Українська книга і преса в Італії. Київ : Наша культура і наука, 2015. 352 с.</p>
<p>A book: 2, 3 authors. Surname and initials 1, Surname and initials 2, Surname and initials 3. Name : information about the name. Place of publication : Publishing house, year of publication. Pages.</p>	<p>Денисенко М. П., Догмачов В. М., Кабанов В. Г. Кредитування та ризику : навч. посіб. Київ : Основа, 2008. 213 с.</p>
<p>A book: 4 and more authors. Name : information about the name / Surname and initials 1, Surname and Initials 2, Surname and Initials 3, etc. Place of publication : Publishing house, year of publication. Pages.</p>	<p>Право інтелектуальної власності: авторсько-правовий аспект : навч. посіб. для вищ. навч. закл. / Т. І. Биркович, І. С. Бондар, Р. Б. Шишка та ін. Київ : Вид. центр КНУКіМ, 2015. 280 с.</p>
<p>An edited book (without an author) Book title : information about the title / information about the editor/compiler. Place of publication: Publisher, year edition. Pages.</p>	<p>Сучасний тлумачний словник української мови : 65 000 слів / за заг. ред. В. В. Дубічинського. Харків : Школа, 2006. 1008 с. Міжнародні економічні відносини : навч. посіб. / за ред.: С. О. Якубовського, Ю. О. Ніколаєва. Одеса : ОНУ, 2015. 306 с.</p>
<p>A book: author and translator Surname Initials. Name / Surname Initials of the translator. Place of publication: Publishing house, year of publication. Pages.</p>	<p>Мартієнко А. І. Теоретичні основи розвитку відносин власності / пер. з англ. В. Н. Перегудова. Київ : Основа, 2014. 503 с. Гарфорд, Тім. Речі, що змінили світ. Історія економіки в 50 винаходах : пер. з англ. Київ, 2018. 352 с.</p>
<p>A chapter from a book Surname and initials of the author of the section. Title of the section. <i>The name of the book.</i> Place of publication : Publishing house, year of publication. Pages.</p>	<p>Вишневська Г. Г. Науково-творчий доробок кафедри міжнародного туризму. <i>З Україною в серці відкриваємо світ</i> : до 20-річчя каф. міжнар. туризму КНУКіМ : біобібліогр. покажч. Київ : Вид. центр КНУКіМ, 2017. 194 с.</p>

Appendix D (continuation)

1	2
<p>A multi-volume edition Surname Initials of the author of a multi-volume work or the name of the work if it is collective. Title of a multivolume work: information about the title / information about the editors. Place of publication: Publisher, year or years.</p>	<p>Енциклопедія історії України : у 10 т. / редкол.: В. А. Смолій (голова), Я. Д. Ісаєвич, С. В. Кульчицький [та ін.]. Київ. Наук. думка, 2003–2013.</p>
<p>A multi-volume edition (a separate volume) Surname Initials. Title of the multi-volume edition : information about the title. Volume Number. Volume Name. Place of publication : Publishing house. Pages.</p>	<p>Ушинський К. Д. Людина як предмет виховання. Спроба педагогічної антропології : вибр. твори. Т. 1. Київ : Радянська школа, 1983. 480 с.</p>
<p>A collection</p>	<p>Наука України у світовому інформаційному просторі : збірник. Київ : Академперіодика. 2018. Вип. 15. 104 с.</p>
<p>An abstract or a dissertation Surname Initials. Title of the work : information about the title / University in which the work is protected. City, year. Pages.</p>	<p>Вініченко О. М. Система динамічного контролю соціально-економічного розвитку промислового підприємства : автореф. дис. ... д-ра екон. наук : 08.00.04. Дніпро, 2017. 30 с. Вініченко О. М. Система динамічного контролю соціально-економічного розвитку промислового підприємства : дис. ... д-ра екон. наук : 08.00.04. Дніпро, 2017. 424 с.</p>
<p>Conference materials <i>Name of the collection of the conference materials</i> : information about the conference. Place of publication, year. Pages.</p>	<p>Бібліотечне краєзнавство у культурному просторі України : зб. матеріалів Всеукр. наук.-практ. конф., м. Київ, 2 листопада 2017 року. Київ : Національна академія керівних кадрів культури і мистецтв, 2017. 246 с.</p>
<p>Articles in the collection of conference materials Surname, Initials. Name of the event. <i>Name of the collection of conference materials</i> : information about the conference. Place of publication, year. Pages.</p>	<p>Майстренко В. М., Осадчук О. П. Теоретичні основи впровадження системи управління якістю. <i>Проблеми управління та економіки підприємств в сучасних умовах</i> : матеріали XV міжнар. наук.-практ. конф., м. Київ, 23–24 квітня 2019 р. Київ : НУХТ, 2019. С. 18–21.</p>

1	2
<p>An article from a magazine Surname Initials. Title of the article. <i>Name of the magazine</i>. Year. Magazine number. Page(s).</p>	<p>Близнюк О. П., Ставерська Т. О., Іванюта О. М. Формування кредитно-грошового механізму забезпечення сталого розвитку підприємств торгівлі України. <i>Бізнес Інформ</i>. 2019. № 7. С. 240–249.</p>
<p>An article from a newspaper Surname Initials. Title of the article : information about the title. <i>Name of the newspaper</i>. Year. Number or month. Page(s).</p>	<p>Тимошик М. Знаряддя боротьби – правда про Україну: Як пресове бюро Дипломатичної місії УНР у Римі працювало на авторитет своєї держави. <i>День</i>. 2014. 28–29 березня С. 22.</p>
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<p>An article from an electronic magazine</p>	<p>Проскурніна Н. В., Бестужева С. В., Козуб В. О. Аналітичні аспекти дослідження поведінки споживачів в умовах цифровізації економіки України <i>Економіка та суспільство</i>. 2022. Вип. 36. URL: https://economyandsociety.in.ua/index.php/journal/article/view/1149/1107 (дата звернення: 22.05.2022 р.).</p>

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НАВЧАЛЬНЕ ВИДАННЯ

**Методичні рекомендації
до написання дипломної роботи
для здобувачів вищої освіти спеціальності 051 "Економіка"
освітньої програми "Міжнародна економіка"
другого (магістерського) рівня
(англ. мовою)**

Самостійне електронне текстове мережеве видання

Укладачі: **Козуб** Вікторія Олександрівна
Федотова Юлія Володимирівна
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Редактор *З. В. Зобова*

Коректор *З. В. Зобова*

Викладено тематику, методичні рекомендації до написання й основні вимоги до оформлення дипломної роботи, послідовність рецензування та захисту, критерії оцінювання знань здобувача вищої освіти під час виконання та захисту дипломної роботи.

Рекомендовано для здобувачів вищої освіти спеціальності 051 "Економіка" освітньої програми "Міжнародна економіка" другого (магістерського) рівня і викладачів, що є науковими керівниками дипломних робіт за цією освітньою програмою.

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