

**HIGHER EDUCATION INSTITUTION  
UNIVERSITY OF ECONOMICS AND LAW "KROK"**

**Department of International Business**

**Tsevukh S.**

**GUIDELINES**

for the preparation and defense of Diploma Theses  
for Master degree students

field of knowledge 29 "International Relations"  
Speciality 292 "International Economic Relations"  
Educational Program "Export oriented management"

**Kyiv - 2023**

**ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД  
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**Кафедра міжнародного бізнесу**

Цевух С. М.

**Методичні рекомендації**  
до підготовки та захисту дипломних робіт здобувачів  
освітнього ступеня магістр

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These guidelines outline requirements and standards on preparation and design of main elements of thesis: contents lists, headings, graphic materials, tables, formulas, etc., as well as the stages of performance and defense of diploma thesis.

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Рекомендації щодо підготовки дипломної роботи на здобуття освітнього ступеня магістр міжнародних економічних відносин. Київ: Університет «КРОК» 2023. 42 с.

Ці методичні рекомендації окреслюють вимоги та стандарти щодо підготовки та оформлення основних елементів дипломної роботи: зміст, заголовки, графічні матеріали, таблиці, формули тощо, а також етапи виконання та захисту дипломної роботи.

Схвалено  
Вченою радою  
Університету економіки та права «КРОК»  
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## INTRODUCTION

Guidelines for the preparation and defense of diploma thesis regulates the organization of the educational process at the final stage of professional training of specialists of "Master" level. The Regulation was developed in accordance with the Law of Ukraine "On Higher Education" dated 05.09.2017 № 2145-VIII (as amended); other normative legal acts, standards of higher education, requirements of the Bologna process, Resolution of the Cabinet of Ministers of Ukraine "On approval of the national qualifications framework" dated 23.11.2011 № 1341 (as amended by the Resolution of the Cabinet of Ministers of Ukraine dated 12.06.2019 № 509) ; Resolutions of the Cabinet of Ministers of Ukraine "On documents on higher education (scientific degrees) of the state standard" from 31.03.2015 № 193; higher education standards; "Regulations on the organization of the educational process at the KROK University (temporary)" and other current regulations in the field of education.

The Master's degree graduate (hereinafter - the applicant) prepares research paper as his/her own project according to the standardized at the University of Economics and Law "KROK" procedure, within which he/she plans his/her actions based on the individual abilities and skills.

Guidelines are the framework that establishes uniform requirements for the quality of diploma thesis and the organization of its preparation. The regulations for the defense of diploma thesis are determined by the Regulations on the Examination commission, approved by the Scientific council of the University of Economics and Law "KROK" on 10/16/2014, Protocol No. 2.

Preparation and defense of the diploma thesis is carried out by applicants for higher education in English language, who study at the University on programs with full teaching in English language.

The scientific supervisor of the diploma thesis, the head of the project group (guarantor) of the educational program and the head of the graduating department are responsible for the relevance of the topic of diploma thesis of the profile of specialty and specialization of specialist training, as well as for the management and organization of its preparation.



## **CHAPTER 1. ROLE AND SIGNIFICANCE OF DIPLOMA THESIS IN THE EDUCATIONAL PROCESS**

Preparation and defense of diploma thesis within the program on International Economic Relations is a mandatory form of final certification and serves as a basis for obtaining the Master's Diploma in International Economic Relations.

Diploma thesis (DT) is an independent research paper, an individual work performed by a student at the final stage of studying at KROK University at Master program. It is a qualification document, on the basis of which the Diploma Thesis Defense Commission determines the level of theoretical background, gained knowledge and management skills, the level of competence of the graduate and takes a decision about assigning qualification Master of Science in International Economic Relations.

Performing the DT the applicant should demonstrate:

- ability to comprehensively analyze phenomena and apply acquired knowledge in the professional sphere;
- knowledge of the theoretical content of the subject area and the ability to explain processes and phenomena based on theoretical models, analyze and interpret the results;
- ability to systematize problem situations, identify problems and rank them;
- ability to use existing theories, concepts, ideas in the context of the research problem, to analyze the historical retrospective of the current state of theory and practice;
- ability to search, process and analyze information from various sources;
- ability to correctly apply methods, research techniques and analytical tools to solve problems;
- ability to identify opportunities to use common ways of solving problems, to explore best practices for solving similar problems, to assess the benefits and risks of alternatives and to make informed choices;
- ability to understand and evaluate the value of ideas to achieve goals and plan resource mobilization;
- skills in the use of unified information and communication technologies;
- ability to communicate in state and foreign languages, use methods of presenting results.

Diploma Thesis (DT) includes the development of theoretical issues and / or solving problems of applied nature, fragments of theoretical or experimental research, synthesizes the results of theoretical and practical training in the mandatory and variable components of a certain educational program for second (Master) level higher education and is a form of control of the integrated knowledge, skills and abilities acquired during the education, which are necessary for the performance of professional duties provided by the relevant standard of higher education.

The main tasks of the DT are:

- study (or deepening) and generalization of theoretical and methodological principles in the chosen field of study;
- conducting a comprehensive diagnosis of the situation with the use of modern tools;
- development and evaluation of alternative approaches to solving certain problems;
- substantiation of the proposed solutions using situational analysis;
- preparation of a report and visual materials that convey the main content of the work and proposals of the author, followed by their public defense.

Diploma thesis is performed in the third semester. The amount of time for its implementation is determined by the relevant educational and professional program and the relevant curriculum.

In case of plagiarism detection, deliberate copyright infringement of a local or foreign scientist, the DT is excluded from consideration.

## CHAPTER 2 ORGANIZATION OF DIPLOMA THESIS PREPARATION

### 2.1. Stages of Diploma thesis preparation

The preparation of diploma thesis presupposes the following stages, namely:

- **the first - preparatory** - the choice of the applicant direction (subject) of research, appointment of the head of the graduating department together with the head of the project team (guarantor) of the relevant educational and professional program of supervisors, final (final) formulation of qualification work, preparation and approval of individual tasks;
- **the second - creative** - preparation by the applicant of the approved individual task according to the regulations established by the decision of graduating department, checking of sections (parts) of diploma work by the scientific adviser;
- **third - final** - checking the uniqueness of the text for plagiarism and preliminary defense (pre-defense) of the results of the paper of the commission;
- **fourth - final** - preparation of a report and illustrative materials (presentation) for the defense of the diploma paper before the Defense Commission, defense, announcement of the results of the defense (assessment) by one of the Defense Commission members.

### 2.2. Topics for Diploma thesis

The formation of the subject of diploma thesis is carried out by the graduating department of International Business for each educational and professional program and is brought to the attention of applicants for the second (Master's) level of higher education at the beginning of the third semester.

The topics for diploma thesis are reviewed and updated annually and should reflect the latest trends in economic thoughts.

Areas of research should correspond to the subject area of speciality, take into account the requirements of standards of higher education and educational and professional programs, the needs of science and practice, the results of research work of the graduating department.

The choice of the direction of diploma thesis is the prerogative of the applicant of higher education taking into account: own scientific interests; directions and subjects of scientific researches offered by the graduating department; opportunities to obtain the necessary information.

The applicant has the right to propose their own direction of research within the subject area of the specialty with the justification of its feasibility. Discussion and decision-making on the approval of such a direction takes place at a meeting of the graduating department with the participation of the applicant and the presence of the head of the project team (guarantor) of the relevant educational program.

The topic of the diploma thesis is formed together with the supervisor, considered at the meeting of the graduating department and approved by the order of the rector. The officially approved topic of the qualification work is not subject to change.

In exceptional cases, on the basis of a motivated statement of the applicant for higher education, agreed with the head of the department and the head of the graduating department, it is possible to clarify the approval of the topic. Such a change is approved by an additional order of the rector. The draft order is prepared by the department of Higher Education and submitted no later than one month before the scheduled start of diploma thesis.

Formation and approval of the DT theme:

- the applicant of higher education declares the chosen direction of qualification work. The application of the applicant for higher education is the basis for the appointment of a supervisor;
- the applicant together with the appointed research advisor forms the topic of diploma thesis;
- DT topics of applicants are discussed and approved at the meeting of the graduating department;
- the head of the graduating department forms the project and the decision of the department on the topics of diploma theses forms and submits the order of the rector of the University on the approval of the topics of diploma theses.

### **2.3. Functions of the department, research advisor and applicant for higher education on the organization of diploma thesis preparation**

Department fulfills the following functions, namely:

- Brings to the notice of the applicants methodical recommendations and regulations (calendar schedule) of the DT, directions (topics) of work in the specialty.
- Appoints the scientific advisor of the DT from among the professors and associate professors of the department, taking into account the wishes of the applicant, scientific and pedagogical workload. It is not allowed to assign more than six Master's degree applicant to one supervisor.
- Monitors the implementation of diploma theses in accordance with the approved regulations.
- Determines the procedure for preparing the DT and the deadlines for its submission for verification for academic plagiarism, informs the Vice-Rector for Scientific and Pedagogical (Educational) Activity, which may lead to disruption of the deadlines for submission of the DT for defense.

The Commission for Defense is approved by the head of the department consisting of at least 3 lecturers who have a scientific degree and / or academic title and experience in managing Master's theses. The commission is headed by the head of the department or his/her deputy, or the head of the project group. The date of preliminary defense is set by the head of the department together with the Student's Office.

The purpose of preliminary defense of the applicant's diploma thesis is to identify the members of the commission level of readiness and the degree of its compliance with the established requirements.

To carry out preliminary defense, the applicant must provide the completed research paper in full in printed form, not bound in hardcover; a brief report of similarity - the result of the DT check for academic plagiarism, the feedback of the supervisor (Annex F). During the review of the diploma thesis, members of the commission: check the structure, content of the research paper, pay attention to its design, compliance with the requirements.

During the preliminary defense, the members of the commission may provide recommendations to the applicant on the completion of individual sections or the research paper in general to prepare it for defense before the Defense Commission. The decision of the pre-defense commission is made by the corresponding statement which is signed by the chairman of the Pre-defense commission. Based on the information of the Commission, the department decides on the admission or non-admission to the defense of the DT before the Examination Commission. In case of non-admission of the applicant to the defense of the DT, the department determines the possibility of its completion by the graduate no later than five working days before the start of the Examination Commission.

Scientific advisor fulfills the following functions, namely:

- Provides the applicant with advice on the formulation of the research topic, structure, key idea and working hypothesis of the study; elaboration of necessary sources, in particular normative and reference materials, scientific publications, etc. on the topic of MT.
- Provides systematic guidance on the implementation of the MT, while developing the skills of independent work, creativity and initiative in higher education.
- At the meetings of the department informs about the observance by the applicant of the regulations of qualification work preparation.
- Checks the prepared parts of the qualification work and provides comments, paying attention to the depth of study of the research topic.

- Controls the compliance of the content of the qualification work with the individual task, compliance with the requirements for the design of the qualification work, which are specified in the relevant provisions and guidelines.
- Responsible for the presence of systemic deficiencies in the research paper. If the applicants do not follow the recommendations of the research advisor to eliminate the shortcomings, he/she notes this in his/her response.
- Prepares a feedback to the DT. The research advisor feedback is in any form (Annex F).
- Transmits in the prescribed manner an electronic version of the completed research paper for verification for academic plagiarism.
- Has the right to be present at the Defense commission meeting during the defense of the diploma thesis of which he/she is the scientific supervisor.

Applicant for higher education fulfills the following functions, namely:

- Is responsible for the quality of the prepared research paper, as well as timely, in compliance with the regulations of submission to the supervisor of sections (parts) of the DT.
- Receives consulting assistance from the supervisor on the choice (formation) of the research topic, structure, key idea and working hypothesis of the research; elaboration of necessary sources, in particular normative and reference materials, scientific publications, etc. on the topic of DT.
- Draws attention to the remarks of the supervisor and in the absence of significant inconsistencies with the author's idea of the applicant makes appropriate changes to the DT.
- Responsible for compliance with the requirements for the design of the DT and its structural elements, compliance with the requirements of academic integrity.
- Submits to the graduating department a fully executed DT for its preliminary defense and defense. Prepares a report and illustrative materials for the defense of research paper for the examination commission meeting.

## CHAPTER 3. STRUCTURE, CONTENT AND SCOPE OF DIPLOMA THESIS

The diploma thesis as an original analytical and practical research study should have a certain consistency and completeness. The total volume of diploma thesis should be 80-90 A4 typewritten pages of the main text (excluding the list of references used and annexes).

The following structure is recommended:

- Cover page (Annex A)
- Declaration of honor (Annex B)
- Contents (Annex C)
- Introduction
- Chapters
- Conclusions
- References (Annex D)
- Annexes.

The MT should also contain:

- Abstract in Ukrainian (Annex E);
- Feedback of the supervisor (Annex F);
- External review (Annex G).

**Cover page.** The cover page should be designed in accordance with approved format (see Annex A).

**Contents** of DT should not exceed two pages. The contents consist of chapters titles as well as sections and sub-sections titles with indication of chapter/section/subsection first page number. The contents should reflect the essence of the problem, its complexity and the logics of the research study. Titles of chapters, sections and sub-sections should be brief and understandable, literary, related to the Master's thesis topic, but not duplicate it.

**The introduction** justifies the relevance and importance of the chosen topic, as well as defines the purpose, object and subject of the research; the list of applied research study methods and the practical significance of the obtained results; results of approval (publications, participation in conferences, etc. or results that are practically implemented in the activities of a specific company). The names of scientists (both domestic and foreign) and practitioners, whose works contain questions of the subject of DT, as well as the selected research methods, are briefly indicated.

The following introduction structure should be followed, in particular:

- **the relevance of the topic** is determined by critical analysis and comparison with known approaches to solving this problem, substantiation of the importance of the work for the development of a certain industry;
  - **the purpose of the research** is to predict the result, to determine the optimal ways of solving problems in the conditions of choosing research methods and techniques;
  - **research tasks** are determined by the set goal and represent specific, consistent ways to solve the problem.
  - **the subject of research** is a process studied within the scope of the research activity;
  - **the object of research** is a process or phenomenon that creates a problem situation, chosen for study and considers the subject of research in all its interrelationships;
  - **research methods** are a way of acquiring reliable scientific knowledge, skills and practical skills in various spheres of activity;
  - **information on the use of information technologies**, standard and author's software (as a rule, it is indicated that a set of tasks for automating analytical and predictive calculations on a PC using MS Excel has been developed in the work);
  - **practical significance of the obtained results**: a list of conferences at which the research results were discussed, indicating the title of the report, place and the time of the conferences, the list of theses and articles that were prepared, with full information about their publication, etc.
  - **structure and scope of the work**: the structure of DT and the quantity of used sources.
- The volume of the introduction should not exceed 5-6 pages.

**Chapters:** the research paper comprises three chapters, namely: the first chapter - theoretical, the second chapter - analytical, the third chapter – recommendatory. The content of the chapters

must correspond exactly to the topic of DT and fully disclose it.

**Conclusions** are the final part of the DT. They contain a summary of the main results of research work on the selected topic, which were obtained during the analysis of assessments and generalizations, as well as practical recommendations of the author to solve the tasks set in the introduction, the feasibility of their implementation. The volume of conclusions is up to 5 pages.

**References** contains a list of sources that are referred to in the Master's thesis complied in accordance with approved rules. The list of references must be 90 sources for diploma thesis.

**Annexes** contain additional materials, including lists, classifications, tables, graphic materials, samples of questionnaires, if an own study was conducted, financial statements, etc., occupying more than one page in order not to overload the text of the main part of the DT.

**Abstract** is composed in Ukrainian, not included in the total number of pages, submitted separately. The abstract is intended for quick acquaintance with the DT. It should be concise and sufficiently informative (information on the scope of DT, the number of sections in its structure, as well as illustrations, tables, annexes, sources according to the list of references used). The abstract should reflect the information provided in the research paper and, as a rule, and should have the following structure:

- Cover page.
- Declaration of honor
- Contents
- Introduction
- Chapters (short overview of the chapters)
- Conclusions
- References
- Annexes (see Annex E).

The general volume of abstract should be 15-20 pages.

**Feedback of the Research advisor** is not included in the total volume of pages, submitted separately. It reflects the most important points of the DT, the adequacy of research methods, the validity of conclusions and recommendations, the quality of design and logics of the materials presented, the supervisor concludes whether or not the DT is recommended for defense.

**External review** is not included in the total volume of pages, submitted separately (see the structure of external review in Annex G). It is conducted by practitioners and specialists in those fields of knowledge to which the topic of research paper is devoted. External reviewers can be: researchers from research institutions; employees of ministries and departments in the professional field, as well as specialists in the field related to the topic of qualification work.

### 3.1 First chapter

The first theoretical and methodological chapter is structurally consists of 3-4 subchapters. In this chapter the applicant demonstrates his research competencies, reveals the current state of scientific thought on the problems of the research topic, analyzes various theories and concepts, conducts a critical review of relevant scientific sources, author's position and formulates problematic issues.

The total volume of this section should not exceed 25-30% of the total DT volume.

This chapter contains the theoretical background of the analysis of the problem, in particular, the theoretical basis of the chosen research topic is substantiated, an overview of literary sources is presented, including modern theoretical approaches of researchers to solving the outlined problem with an indication of the similarities and differences of scientific views, as well as a justification is provided the acquirer's own view of the research problem. At this stage, the applicant must determine his/her own direction of his/her further research, outlining the research methods that will be used in the research to achieve the research goal in accordance with the established tasks.

The applicant should use works especially monographs of leading domestic and foreign scientists, publications in periodicals, materials of international organizations (UN, UNCTAD, IMF, WB, etc.), regulatory acts etc. References to the sources used are required.

The use of comparative tables and schemes etc. is mandatory.

In general, the first section should consistently address the following issues:

- disclosure of the essence of the studied phenomenon and its features among other similar phenomena, if necessary - analysis of the history of development phenomena, its regulatory framework;
- analysis of scientific and practical approaches to the analysis of the selected object of research, analysis of existing terminology in the field of research;
- identification of those methods and tools that can be used in the study of the subject of research work, identification and justification of tools that will be directly used in the paper.

The main purpose of this chapter is the student's ability to:

- systematize, classify, critically evaluate existing scientific sources on the chosen problem, while demonstrating deep knowledge of the specialty and skills of analytical thinking;
- put forward their approaches to solving some of the problems that is being studied;
- propose definitions of concepts and categories or clarify the existing ones.

### 3.2 Second chapter

The second analytical and research chapter comprises 3 subdivisions. In the second chapter the methodology is used in the research analysis which was substantiated in the first chapter.

To prepare the second chapter, the applicant must collect factual data. The source of information could be secondary data (publications of international organizations, national statistical offices, industry associations, analytical articles in periodicals, planned and actual indicators of economic activity of enterprises, their annual reports, etc.), as well as primary data collected personally. The analysis should cover the period of 3-5 years of the activity of the object of study.

Of particular importance is the correct generalization of the accumulated factual material, grouping and processing of the data on the basis of which a qualified analysis is conducted and proposals are substantiated. The results of the use of analytical research methods should be illustrated by appropriate tables, graphs, charts.

In general, the second chapter should address the following issues:

- provision of characteristics of the research object with definition of problematic aspects;
- analysis of the most significant aspects of problematic aspects with an outline of negative and positive features and the implementation of a general assessment of the object's effectiveness;
- determination of likely factors of the external environment that can influence the research object;
- delineation of possible development scenarios taking into account the existing problematic aspects of the research object

All analytical calculations, tables, figures should be accompanied by interpretations and conclusions that allow to determine the essence of the studied processes, their features, trends, vectors of change. The analysis of the problem should be carried out taking into account the factors of positive and negative impact.

It is important to correctly summarize the accumulated factual material, grouping and processing of data, on the basis of which a qualified analysis is carried out, substantiate proposals.

While preparing this chapter, it is recommended to use economic and mathematical methods, software for grouping, calculations and analysis. The applicant - the author of the DT is responsible for the results of calculations and conclusions made on this basis.

The recommended amount of this chapter is within 25-35% of the total DT.

### 3.3 Third chapter

The third constructive chapter comprises 2-3 subdivisions. This chapter should contain specific recommendations and suggestions developed by the author on possible ways to solve the problem, increase the efficiency of the facility or on the possibilities of applying the positive experience in a particular field.

Recommendations and proposals should be based on the current achievements of economic science and practice outlined in the first chapter, reflect the shortcomings and deviations identified in the second chapter, taking into account the objectives of the thesis. Taking into account the complexity of the objects of study within the global environment, their nature, the third chapter should note the consideration of the interests of all stakeholders, the possible impact of the proposed measures on various elements of the object under study, its relationship with other objects, assess the positive and negative consequences. So, recommendations and suggestions should meet the criteria of optimality, target efficiency and practical reality.

Preparation of this chapter involves demonstration by the applicant of his/her creative and combinatorial abilities. One of the signs of high quality thesis is the use of economic and mathematical methods during the analysis and in justification of the proposed measures.

The recommended volume of this chapter is within 25-35% of the total DT volume.



## **CHAPTER 4. REQUIREMENTS FOR MASTER'S THESIS DESIGN**

### **4.1 Main body**

The diploma thesis should be organized in accordance with the State Standard of Ukraine "Documentation. Reports in the field of science and technology. The structure and design rules of DSTU 3008-95."

The key requirements for DT are: well-structured; logically organized; strongly reasoned; accurate in providing definitions; concrete in presenting results of the work; with strongly reasoned conclusions and recommendations.

The diploma thesis should be printed and with a hard-cover (color does not matter). The DT contents should be submitted in the following order:

- 1. Cover page (see Annex A).**
- 2. Declaration of honor (see Annex B).**
- 3. Contents (see annex b – content template).**
- 4. Introduction.**
- 5. Main body - chapters 1 – 3.**
- 6. Conclusions.**
- 7. References (see annex D – example of references).**
- 8. Annexes.**

#### **4.1.1 Printing, font style requirements**

The diploma thesis text is printed on one side of white sheet of paper format A4 (210 X 297 mm). Exception: tables and illustrations could be printed on one side of white sheet of paper format A3 (297×420 mm).

The same font size and style must be used throughout the text, including page numbers and footnotes/endnotes. The font style should be 14 point Times New Roman font style throughout the text with 1,5 line spacing and no more than 30 lines per page for format A4 and no more than 40 lines per page for format A3.

Margins on each page throughout the text must be at 30 mm on the left, 20 mm on the right and minimum 20 mm on the top and bottom of each page.

#### **4.1.2 Chapters, sections and subsections**

The text of diploma thesis main body is divided into chapters, sections and subsections according to the approved plan of diploma thesis task performance. The headings of each diploma thesis structural part are printed in ALL CAPS symmetrically to the text. Each chapter should start from a new page. Headings of sections and subsections are printed in small letters (except the first letter – in CAPS) and with indent, no dot at the end of the title. The distance between a heading and text blocks should be equal to 3-4 spaces (see example below).

## **CHAPTER 1. THEORETICAL ASPECTS OF EFFECTIVE STRATEGY DEVELOPMENT WITHIN ENTRY STRATEGIES OF FOREIGN COMPANIES TO THE NATIONAL MARKETS OF THE HOST COUNTRIES**

### **1.1 The concept of internationalization as the basis for the foreign economic activity of an enterprise on international markets**

### **4.2 Pagination**

Pagination of pages, chapters, sections, subsections, schemes, tables and formulas are displayed

with Arabic numerals. The cover page is the first page of the diploma thesis and counted within all pages but the number “1” does not appear on the page, the number of next page will be “2”, all page numbers appear on the right bottom of the page. The location and the font style of the page numbers must be consistent throughout the text. The Table 3.1 displays proper pagination of all parts of diploma thesis and which pages should be listed in the Table of Contents (TOC)

Table 3.1

### Table of Contents (TOC)

	Page number	Page is Counted	Number on Page	Listed on TOC
Cover Page	1	YES	NO	NO
Declaration of Honour	2	YES	NO	NO
Contents	3 Arabic numerals	YES	YES	NO
Text of thesis	Arabic numerals	YES	YES	All headings and subheadings
Conclusions	Arabic numerals	YES	YES	YES
References	Arabic numerals	YES	YES	YES
Annexes	Arabic numerals	YES	NO	YES

The chapter number is numbered with Arabic numerals after word "CHAPTER", sections and subsections are numbered within each chapter/section, using chapter/section number and sequence number of section/subsection.

### 4.3 Illustrations

Illustrations (schemes, graphs, etc.) and tables appear after the first mentioning in the text. If illustrations are displayed on separate sheet they are included to the pagination of pages. Illustrations with the size more than format A4 are counted as one page and placed on next page as they are mentioned or in annexes. All illustrations should be referenced in the text.

Illustrations are numbered consecutively throughout the entire by chapter, excepting illustrations in annexes, for example the third figure in chapter two will be Figure 2.3, next figure in the same chapter will be Figure 2.4. The number and title of illustration should be placed on the bottom of the illustration, for example:

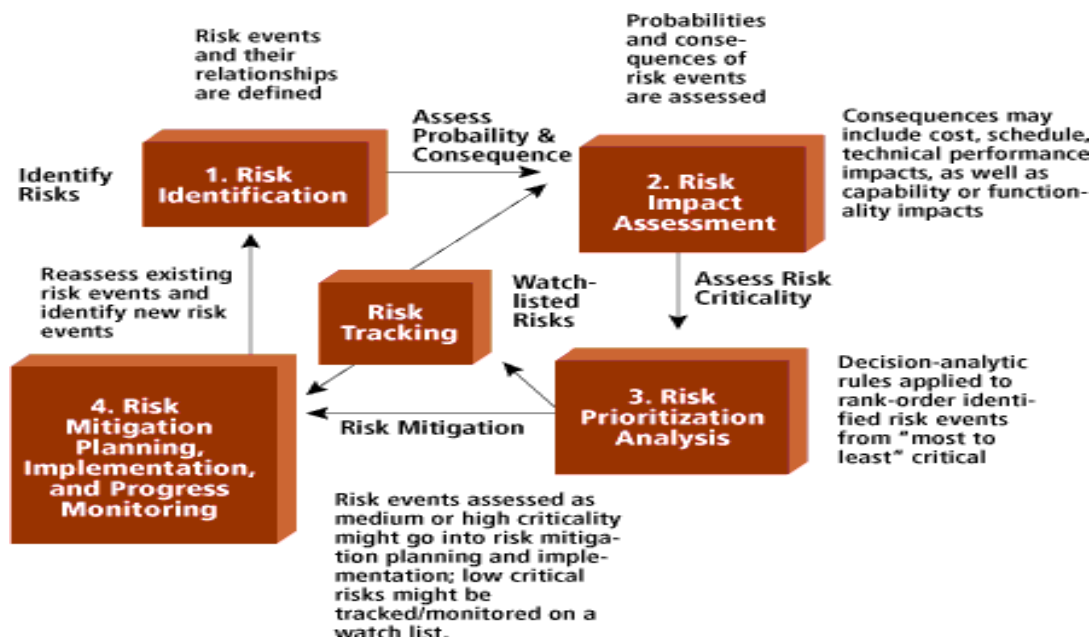


Figure 4.1. Risks Management Process

Each illustration in annexes is numbered with Arabic numerals with letter of annex, for example first figure in Annex A will be Figure A.1. If there are tables in the text that supplement the illustration, the tables should be placed after the illustration.

#### 4.4 Tables

Tables are aimed to clarify and facilitate the comparison. The table title should exactly and briefly reflect its content. The tables are placed exactly after the first mentioning in the block text or on the next page (if necessary - in the annex). Tables are numbered sequentially within a chapter (for example, Table 3.2 – second table in chapter 3). The number and title of table are placed above the table on right side.

Tables 3.2

#### Comparison B2B, B2C, B2G customers

BASIS FOR COMPARISON	B2B	B2C	B2G
1	2	3	4
Meaning	The selling of goods and services between two business entities is known as Business to Business or B2B.	The transaction in which business sells the goods and services to the consumer is called Business to Consumer or B2C.	The selling products, services or information to governments or government agencies is known as Business-to-government (B2G)
Customer	Company	End user	Government Agencies
Focus on	Relationship	Product	Interests of the company, which are to be communicated within the framework of legislation
Quantity of merchandise	Large	Small	Huge

Tables that extend onto a second page must be labeled "Table № Continued" using numbered column.

Table 3.2 Continued

1	2	3	4
Buying Decision	Planned and Logical, based on needs	Emotional, based on want and desire	Respond to requirements published by a certain government entity through a public, structured bidding Process
Creation of Brand Value	Trust and Mutual Relationship	Advertising and Promotion	Trust and Credibility, Social Media for Building.

It is allowed to use landscape page orientation. Each table in annex is numbered with Arabic numerals and letter of annex, for example third table in Annex B will be Table B.3. Titles of column and row headings of the table should be printed in capital letters, columns subheadings should be printed in lower case, if they are a continuation of the title, or in capital letter, if they have independent meaning. At the end of the headings and subheadings of the table dots are not put, the headings and subheadings of the columns are printed in the singular form. Headings of columns and rows of the table, usually are printed horizontally.

#### 4.5. References

References to sources of information in the diploma thesis text should be outlined in accordance with pagination of links within the list of sources and are in square brackets, for instance:

Text [8, 12], where  
 8 - is pagination of link within the list of references  
 12 - number of page within the concrete resource

References to regulatory documents should include indication to relevant sections or articles and title of the document. If the text of diploma thesis contains all details of the regulatory document: title; type; registration number and date of adoption, the footnotes are not given, but a reference to this source should be included to the list of sources.

While performing the diploma thesis, it is forbidden to copy the text from the source and regulatory documents word for word. If there is a necessity to give a citation, it should be put in inverted commas with reference to the appropriate source.

#### 4.6. Formulas

Formulas and equations should be placed in separate lines between two text blocks: after first mentioning in the block text and before next text block with a line space between text blocks and formulas, as well as be centralized and numbered in Arabic numerals.

Formulas and equations should be typed following the following requirements:

- the font size of all capital letters and figures should be 16 point Times New Roman font style, lowercase letter – 14 point;
- font size of indicators of the extent and upper and lower indexes – 8 point.

Formulas should be numbered sequentially within a chapter, for example, ((1.1) – first formula in the first chapter). The number of formula should be placed after first mentioning and on the right side of last line of the formula (see example below). When referring to a formula in the text, it is necessary to indicate its full number in brackets, for example, in formula (4.1). The formula should include description of each component (decode), using the word ‘where’, in sequence in which components are presented in the formula, for example:

For a firm with both equity and debt capital, the weight average cost of capital (WACC) would be calculated by formula (4.1)

$$\text{WACC} = (E/(D+E)) K_E + (D/(D+E)) K_D(1-t) \quad (4.1)$$

where E - Market value of equity  
 D - Market value of debt  
 K<sub>E</sub> - Cost of equity  
 K<sub>D</sub>(1-t) - After-tax cost of debt

#### 4.7. List of references

The full publication information of all sources cited in the diploma thesis should be provided in the references in alphabetical order.

The design of the list of used sources must meet the requirements of the bibliographic description - the National Standard of Ukraine DSTU 8302:2015 "Information and documentation. Bibliographic reference. General provisions and rules of drafting".

The following information should be indicated for each source:

- Author's full name;
- Title of the source;
- Publishing house;
- Place and year of publication.

If the list includes periodic publications, student should indicate author's name, title of the article, journal, newspaper, year of publication, number of page. In case of Internet sources usage, the author's name, title of material and website should be specified. The references should be formed in accordance with the order of their mentioning in the text (see Annex D – Example of References).

#### 4.8. Annexes

Annexes should be submitted as a continuation of diploma thesis and should be placed within a block in order of their mentioning in the text. Annexes include tables, graphics, calculations, etc. Each annex starts with a new page. The following rules should be taking into consideration to form the annexes:

- The block of annexes should be started with a cover sheet, titled with text "ANNEXES" in capital letters and centralized by page.
- The block of annexes should be placed after References.
- Each annex should start with a new page.
- References to annexes throughout the text is mandatory.
- Each annex should be titled and numbered by capital letters and is placed in top right side of the sheet as follow:

Annex A

Main financial indicators of ASID company

#### 4.9. General information

An Abstract (see Annex E), feedback from Research advisor (see Annex F) and External review (Annex G) should be given in a white envelope A5 format, glued on the inside of DT cover.

The text of DT should be without grammatical errors and misprints. After the research paper completion, it is necessary to read it once more and pay attention to link between diploma thesis

parts, as well as to repetitions, contradictions, selected comparisons, etc. Citations, figures and bibliographic references require detailed inspection.

If necessary, student should refine the diploma thesis. The completed DT is signed by the student and DT Research advisor.

The preparation of DT should be carried out in accordance with the approved schedule for submitting of each chapter to DT Research advisor, which should be approved within tasks of DT. In case of delay for two or more weeks Research advisor should inform about that. If the student can not continue the preparation, he/she may apply for academic leave (if any adequate reasons) or in other case the student will be excluded (if any adequate reasons).

The DT Research advisor should provide a feedback on DT in narrative form, which should include:

- Aims of DT.
- Information regarding company/industry on behalf of which, or within what sphere of the research study, the DT has been performed.
- Correspondence of the DT to the respective tasks.
- Level of independence while completing the DT.
- Ability to analyze sources; to use modern research methods and information technologies; to propose constructive solutions; to evaluate obtained results and findings.
- Evaluation of whole DT, its compliance with the requirements for structure and design, gaps and other aspects of evaluation of DT (up to DT Research advisor).
- Recommendations regarding assessment of DT and assigning Master of Science in International Economic Relations.

The external review (in narrative form) should reflect actuality of the work, brief analysis of DT structure, level of accomplishment of tasks, evaluation of proposed recommendations and conclusions, comments to research study and overall assessment of DT. The review must be signed by the reviewer and sealed by company where the reviewer works (cooperates) in accordance with its rules. The external review should be organized by the student him/herself.

## CHAPTER 5. STAGES OF DIPLOMA THESIS PREPARATION

Preparation of DT includes the following steps:

1. Selection and approval the research field and DT topic.
2. Appointment of DT Research advisor.
3. Definition and treatment of different sources used for preparation of DT.
4. Development of DT concept and individual plan-schedule on DT preparation, and its approval with DT Supervisor.
5. Writing DT and providing its design.
6. External review of DT.
7. Feedback from DT Research advisor.
9. Pre-defense of DT.
10. Defense DT at Defense Commission meeting.

Individual plan-schedule on DT preparation is approved three months before the diploma thesis defense. DT Research advisor and Program Manager monitor performance of the schedule. In case of schedule violation, a student should not be allowed to defense DT.

### 5.1 Determination research field and DT topic

Determination of the DT research field and topic is based on student's interests or demands from enterprises, companies, organizations where students work or cooperate, etc.

While choosing the DT topic the following aspects should be taking into account:

- Relevance of the chosen topic for businesses.
- Possibility to obtain necessary materials (plans, reports, statistics).
- Possibility to carry out own calculations, experiments, observations.
- Availability of literature sources, self-generated practices.

The DT topic should be relevant, have theoretical and practical significance, correspond to the modern tendencies and prospects for the development of business management. Mandatory requirements for DT are its usefulness and practical value.

To approve the DT topic, first of all, student should discuss suggestions on DT topic, submitted in form of an application, with an lecturer of the respective program, who would be the DT Research advisor. KROK Graduating department should consider student's proposal and appoint the DT Research advisor, then should prepare a draft of Order.

Diploma thesis Research advisor's duties are the following:

- to advise on the DT topic, plan development, literature sources and chapters preparation;
- to assigns tasks and to determine deadlines for completing each diploma thesis chapter;
- to monitor the compliance of diploma thesis preparation with respective regulations;
- to monitor the quality of research study within diploma thesis;
- to provide feedback on diploma thesis with detailed description of its quality in accordance with evaluation criteria;
- to support qualified external review.

### 5.2 Conducting of research studies and writing of research paper

A fundamental prerequisite for effective conduction of MT is connected with the collection and processing of information sources on the chosen topic. The literature review is a vital part of research activity, which allows student to study research achievements on the respective issue. Research materials of relevant research study contain voluminous amount of information for students to obtain useful material from and should serve as the basis for formation of new ideas

and innovative approaches.

At the same time, student should review and select monographs, collections of scientific and practical conferences' materials, dissertation abstracts, journal and newspaper articles, Internet publications, various statistics data and other sources of information on the respective topic. After fundamental analysis of literature sources and clarification of theoretical basis of research study, student should proceed to analyzing the practical activities of an organization.

### **5.3 Pre-defense of Diploma thesis**

Pre-defense of DT is held three weeks before defense date, at a meeting with Program instructors. The diploma thesis should be 70% completed. Instructors should approve decision regarding the acceptance of DT for defense. The results of pre-defense should be recorded and submitted in form of pre-defense statement indicating DT level of preparedness and containing the decision on acceptance (non-acceptance) of DT for defense.

Student should send by e-mail diploma thesis presentation (PowerPoint format) to Methodist at least a week before the pre-defense meeting. At the day of pre-defense meeting student should provide Methodist with printed copy of DT presentation for each participant of the meeting and should be ready to present briefly the main concept of the research paper. The Commission may require the student to revise the DT and may determine the tasks. The decision on acceptance of DT for defense after the relevant revision should be taken jointly by DT Advisor and Pre-defense Commission.

In case of non-acceptance of DT for defense (the research study has been not completed) student can apply for final attestation on his/her own responsibility. In such cases Commission and DT Advisor are not responsible for the quality level of DT and its compliance with approved requirements. In other case, student should be given an academic leave (due to objective reasons) or otherwise should be excluded because of pending of educational process.

### **5.4 Defense of Diploma thesis**

The defense of DT and documentation arrangements are regulated by the Law of Ukraine "On Higher Education", the Regulations on organization of educational process in higher educational institutions, Recommendations on establishment, organization and operation of the state examination (qualification) commission in higher educational institutions of Ukraine and Regulations on Examination Commission of the University "KROK" (Order No. 89 - 2 dated October 24, 2014 on enactment of the Regulation on the examination committee of the KROK University").

The defense of DT should be held at an open meeting of Defense Commission with participation of at least 50% of its members and the Chairman of Commission must be present at the meeting. The procedure of defense includes the following:

- student's report in form of PP presentation outlining content of research study, research results and proposed recommendation;
- questions to the student;
- student's answers to the questions from Defense Commission's members and persons being present at the defense;
- feedback from DT Scientific advisor;
- student's closing remarks;
- announcement of the Defense Commission decision on assessment of the diploma thesis.

Student should send by e-mail diploma thesis presentation (PowerPoint format) to Methodist at least a three days before the defense meeting. Students' report should be prepared in advance in form of a speech, highlighting the important issues such as: justification of the research topic relevance, aim, tasks, object and subject of research study; what has been identified, found, proved; what methods have been used to achieve research results; innovation elements in theoretical options and practical recommendations; what challenges have been faced during



research activity; what options have not been confirmed.

Concluding the speech, student should outline: which of his elaboration and conclusions are implemented or recommended for implementation; where else, in student's opinion, the results of the research study could be implemented; what is the actual or expected socio-economic efficiency of elaborations proposed by the student. While delivering the report a student should refer to the illustrations with brief explanations. The defense of DT should be recorded within Defense Commission minutes.

### 5.5 Presentation structure

A student should prepare illustrative materials in the form of PowerPoint presentation and handouts with tables, graphs, charts, diagrams, etc., which the author should refer to throughout his/her report, as well as main conclusions and proposals formulated as a result of the research study. The student should determine by himself/herself the amount and content of illustrations, but should agree it with DT Supervisor.

The presentation should consist of 12-14 slides. Throughout the presentation the font style should be 24 point Times New Roman font style and no more than 12 lines per slide.

Students should follow presentation structure displayed in Table 4.1 during pre-defense and defense presentation. The total quantity of slides should not be limited but the timing should be adhered to.

Table 5.1.

**Presentation structure**

№ slide	Contents	Recommended duration (min)
Slide № 1	<ul style="list-style-type: none"> <li>Title – topic of the DT</li> <li>Student's Name</li> <li>Scientific Advisor's Name</li> </ul>	
Slide № 2	<ul style="list-style-type: none"> <li>Object of research study – company or sphere</li> <li>Subject of research study – project, processes</li> <li>Brief information about the company/sphere on which basis the thesis is performed (for example, Name of company, sphere of activity, position in the market, number of staff, diploma thesis author's position in this company).</li> </ul>	1 – 2
Slide № 3	<ul style="list-style-type: none"> <li>Diagnostics of problematic issues</li> <li>Aims and objectives of the diploma thesis.</li> </ul>	3 – 4
Slides № 4-6	<ul style="list-style-type: none"> <li>Proposed decisions, justifications and own inputs</li> </ul>	4 - 6
Slides № 7-8	<ul style="list-style-type: none"> <li>Results of implementation</li> <li>Conclusions</li> <li>Recommendations</li> </ul>	3
Slide № 9	<ul style="list-style-type: none"> <li>Closing remarks</li> </ul>	
<b>Total time for presentation</b>		<b>15 min</b>

The presentation should also contain answers to the main comments from DT Supervisor and reviewer. Student's report on the DT defense should take up to 15 minutes.

Handouts should be printed separately on A4 format sheets. The cover page should contain topic, student's and DT Supervisor's names. Tables and illustrations should be numbered

sequentially throughout the handouts. Student should prepare a folder with handouts for each member of the Defense Commission.

The decision on DT defense assessment should be taken at a closed Defense Commission meeting and be announced at an open meeting by the Chairman of Defense Commission on the day of defense as well as the decision of the Defense Commission on awarding the Master's degree. The announced assessment is final and without appeal.

In case if the defense of DT is judged unsatisfactory, the Defense Commission should determine whether the student can apply for re-defense of the respective research paper but revised or he/she should prepare a new one on the topic specified by Department.

Student who has not defended the diploma thesis is allowed to re-defense it within one year period after the research study completion.. The re-defense of DT should be held on a fee basis.

If a student has not defended the diploma thesis for an adequate reason (supported by the respective documents), the Rector of higher education institution may extend the period of the study until the next working date of Defense Commission, but not more than one year.

## CHAPTER 6. EVALUATION CRITERIA AND ASSESSMENT OF DIPLOMA THESIS

The diploma paper is assessed on the basis of the certain evaluation criteria presented in the table 6.1.

Table 6.1

Evaluation criteria for the diploma thesis assessment

	<b>Evaluation criteria</b>	<b>Points (maximum)</b>
<b>Quality of diploma paper</b>		
Introduction	Substantiation of the relevance of the chosen topic, definition of the purpose and objectives of its research, definition of the object, subject, research methods, analysis of recent research and publications, research information base and work structure.	<b>0-5</b>
Chapter 1: Theoretical	The value of theoretical conclusions. The level of analysis and completeness of theoretical concepts. Quality of analysis of literature sources. Sufficiency of depth of theoretical research on the topic.	<b>0-10</b>
Chapter 2: Analytical	Quality and depth of economic research using analytical qualitative and quantitative calculations, research methods and tools.	<b>0-15</b>
Chapter 3: Practical-recommendational	Evaluation of research results. Substantiation of directions of improvement of the researched problem. Possibility to implement research results. Availability of alternative approaches to solving certain problems; the level of justification of the proposed solutions	<b>0-20</b>
Conclusions	Clarity and validity of conclusions, their practical significance and feasibility	<b>0-10</b>
DT design	Development of the language of presentation of work and its general design, compliance with the schedule of MT	<b>0-10</b>
<b>Quality of defense</b>		
Handouts	Quality of design and illustration of handouts and presentation of the report	<b>0-5</b>
Defense report	Quality and efficiency of presenting one's own ideas and recommendations, research results. Ability to concisely, consistently and clearly present the essence and results of the study, using modern economic terminology, avoiding common words. High level of mastery of the culture of presentation	<b>0-10</b>
Answers to the questions	Constructive clear answers, reasoned own scientific position, ability to defend their proposals, opinions and views; general level of student training. Substantiated answers to the remarks of the EC. The presence of testing of research results in the publications	<b>0-15</b>
	<b>Together</b>	<b>up to 100</b>

Diploma thesis is a component of assessment, the final individual written research paper, which allows you to get a comprehensive idea of the level of theoretical knowledge and practical training, the ability to work independently in the chosen specialty. In the qualification work, the applicant

must demonstrate knowledge of a particular specialty, research skills, ability to think, analyze, summarize and draw conclusions.

Assessment in the form of defense of diploma thesis is the final form of control over the educational and professional level of masters in accordance with the relevant standards of higher education and educational programs.

Assessment of applicants for the second (Master's) level of higher education is carried out by the Examination (Qualification) Commission after graduation at a certain level in order to establish the actual compliance of the level and scope of knowledge, skills and other competencies with higher education standards and educational program.

The Examination Commission is created as a single for all forms of education in each educational program. Representatives of employers and their associations may be members of the Examination Board. The procedure for the formation and operation of the Examination Commission is regulated by the Regulations on the Examination Commission of the KROK University.

Applicants are admitted to the defense who have fully completed the curriculum of the relevant educational program and successfully passed all exams and have no academic debt.

Master's thesis for defense is not allowed if:

- the preliminary assessment of the supervisor of the content of the study is less than 40 points;
- the research paper is submitted to the supervisor for review, plagiarism, preliminary protection or at any subsequent stage of the passage in violation of the deadlines set by the regulations;
- DT is written on a topic that was not approved in time by the order of the university;
- thesis is not done independently;
- the structure and design of the DT does not meet the requirements;
- there is no economic justification for the proposed measures;
- DT is not hardcover, carelessly decorated.

The decision on the final assessment of the diploma thesis is made by a majority vote of the members of the Examination Commission and is determined as the sum of both components of the assessment and recorded in the minutes. Re-defense of the Master's thesis in order to increase the positive assessment is not allowed.

The decision of the examination commission on attestation is final and is not subject to appeal procedure.

If the defense of the thesis is considered unsatisfactory, the EC determines whether the student can submit for re-defense the same work with the appropriate revision, which determines the EC, or he must develop a new topic proposed by the graduating department. About what in protocols the corresponding record is made.

Re-defense is allowed only during the next term of the EC for one year after graduation.

Basic conditions for obtaining an assessment are the following:

- excellent: qualification work is impeccable in all respects, contains elements of novelty, has practical significance, is specific and reasonable, has an assessment of the implementation of the proposed solutions and proposals, the report is logical and concise, freely announced, knowledgeable, positive feedback. The student has at least one published scientific work (abstract, article).
- good: the topic of the research paper is revealed, but there are some shortcomings of an unprincipled nature: in the theoretical part superficial analysis of literature sources, elements of novelty are not clearly presented, insufficiently used information materials of the customer organization (practice base), there are some comments in the review and response. , declared freely, the answers to the questions of EC members are mostly correct, the design of the work within the requirements.
- satisfactory: the topic of the DT is mostly revealed, but there are shortcomings of a substantive nature: vaguely formulated purpose of the work, the theoretical section has a pronounced copulative nature, no scientific controversy, in the analytical part there is an excess of descriptive elements, selection of information materials (tables, graphs, diagrams) is not always justified. The measures and proposals contained in the third section are unconvincingly substantiated, the review and response contain some remarks,

the report is read from the text, not all answers to the questions of EC members are correct or complete. There are comments on the design of the thesis.

- Unsatisfactory: the purpose of the DT is unclear. The chapters are poorly connected. There is no critical review of modern literary sources. The analysis is superficial, mostly descriptive to the detriment of systematicity and depth. The proposed measures are random, do not follow from the analysis, the economic justification is incomplete. The design of the work is far from exemplary. There are no illustrations for protection. The answers to the questions of the EC members are inaccurate or incomplete.

The scales for assessing the certification of higher education seekers are given in the table 6.2.

Table 6.2

Scales for applicants' assessment

<b>100-point scale</b>	<b>Assessment based on the results of evaluation</b>
90-100	Excellent
70-89	Good
51-69	Satisfactory
0-50	Unsatisfactory with the possibility of MT re-defense

The assessment of diploma thesis should be carried out collegially. Each Commission member should assess the presented DT based on above-mentioned criteria and indicators, and should indicate a certain grade in a separate statement sheet. Average grade obtained by a student on DT should be determined by the Commission based on the grades from all Commission members participated in defense meeting, taking into account the grade from DT Supervisor. The grade received by the student for the diploma thesis should not be subject to appeal and should be indicated in the extract to the diploma (transcript). The final assessment of diploma thesis should be provided by the Commission and its decision should be final and without appeal.

## CHAPTER 7. PLAGIARISM PREVENTION

The diploma thesis is a subject to plagiarism inspection (Order 59-1, July 21, 2015). The completed diploma thesis should be submitted by e-mail in WORD format to Methodist at least three weeks before the oral defense date. Then Methodist, in accordance with adopted procedure, should forward the research paper to the appropriate educational and methodological department for plagiarism inspection. On the basis of plagiarism inspection a report on results of plagiarism inspection is submitted to Methodist in 10 days.

According to the provisions of Code of Academic Integrity of KROK University, DT should not contain any kind of plagiarism, in particular:

- appropriation of authorship - declaring oneself the author of someone else's original scientific work; publication under his own name of a scientific work written with other persons without mentioning their names;
- copying other people's materials into one's scientific work without making any changes to the borrowed and without proper citation;
- presenting a combination of own and borrowed arguments without proper citation;
- hidden incorrect borrowing - inclusion in one's scientific work of other people's materials with minor changes in the copied material (reformulation of sentences, change of word order in them, etc.) and without proper citation;
- self-plagiarism - multiple publication of the same scientific results obtained by the author himself;
- paraphrases - the translation in their own words of other people's thoughts, ideas or text based on the replacement of words (signs), phraseological phrases or sentences when using any author's scientific work stored on electronic or paper media, including posted on the Internet;
- compilation - creating a large array of text by copying other people's materials from various sources without in-depth study of the problem, without making corrections, references to authors and "masking" by writing transitional sentences between copied parts of the text.

Detection of the fact of academic plagiarism in the diploma thesis is carried out at the stage of their submission for review to the DT Supervisor.

If the software product detects more than 50% of the information without proper reference to the links, the research work may be rejected by the decision of the department without the right to further consideration.

According to the results of the plagiarism inspection (Annex to Order 59-1 of July 21, 2015), in case if plagiarism is defined the decision on non-defense will be taken collegially: Department and DT Supervisor as well as decision whether the student can apply for re-defense of this research paper but revised or he/she should prepare a new one on the topic specified by Department.

The student should be informed in writing about the taken decision. The student who has not defended the diploma thesis is allowed to re-defense it within one year after completing the research study.

## **CHAPTER 8. EXTERNAL DESIGN AND STORAGE OF DIPLOMA THESIS**

The diploma thesis should be framed in a hard cover in such a way that the letters do not fall out, so that they can not be removed without damage.

After the public defense of the diploma thesis the Graduating department transfers the paper and electronic versions, accompanying documents to the University repository.

The student must send to the e-mail of the department an electronic version of the diploma thesis and supporting information.

The file of diploma thesis should not be password protected and be saved in \* .pdf format and contain in the name the surname and initials of the higher education applicant - Sidorenko OI.pdf. The electronic version of the diploma thesis must fully correspond to the printed version.

## **ANNEXES**



**Template of Diploma thesis cover page****HIGHER EDUCATIONAL INSTITUTION  
“KROK” UNIVERSITY****Department of International Business**

Tkachenko Viktoria Tarasivna

UDC \_\_\_\_\_

## Diploma Thesis

Ensuring the international competitiveness of the company in the context of digitalization and reshoring (on the example of Apple company)

292 “International Economic Relations”  
“Export oriented management”

Applying for a Master's degree

The thesis contains the results of own research activity. The use of ideas, results and texts of other authors are linked to the appropriate reference.

\_\_\_\_\_ Tkachenko V. T.

Scientific advisor (consultant):

Tsevukh Svitlana Mykhaylivna,  
Ph.D. in economic sciences,  
Associate Professor of Department of  
International Business

**Template of Diploma thesis cover page****ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД  
«УНІВЕРСИТЕТ ЕКОНОМІКИ ТА ПРАВА «КРОК»****Кафедра міжнародного бізнесу**

Ткаченко Вікторія Тарасівна

УДК \_\_\_\_\_

## Дипломна робота

Забезпечення міжнародної конкурентоздатності компаній в контексті диджиталізації та рещоризації (на прикладі міжнародної компанії Apple)

292 «Міжнародні економічні відносини»  
«Експортноорієнтований менеджмент»

Подається на здобуття освітнього ступеня магістр

Дипломна робота містить результати власних доробок. Використання ідей, результатів і текстів інших авторів мають посилання на відповідне джерело  
\_\_\_\_\_ Ткаченко В.Т.Науковий керівник (консультант): Цевух Світлана Михайлівна,  
кандидат економічних наук,  
доцент кафедри міжнародного  
бізнесу

Київ – 2023

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"I, full name, a Master degree student of \_\_\_\_\_ group of the University of Economics and Law "KROK", realizing the importance of the principles of ensuring academic integrity and supporting the University's policy on its implementation, confidently declare that I wrote this diploma thesis independently and did not use any sources other than those listed in the references. At the same time, the use of ideas, research results and texts of other authors in the diploma thesis have a reference to the relevant source. This also applies to graphic images.

The diploma thesis has not been submitted in this or a similar form for assessment at any other national or foreign higher education institution and has not been published elsewhere. This document corresponds to the version submitted electronically."

Date

Signature

Full name

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### ДЕКЛАРАЦІЯ ДОБРОЧЕСНОСТІ

«Я, ПІБ, студент(ка) \_\_\_\_\_ групи магістратури Університету економіки та права «КРОК», усвідомлюючи важливість принципів забезпечення академічної доброчесності та підтримуючи політику Університету щодо її реалізації впевнено заявляю, що написав(ла) цю дипломну роботу самостійно і не використовував(ла) жодних джерел або ресурсів, окрім зазначених у списку літератури. При цьому використання ідей, результатів досліджень і текстів інших авторів в дипломній роботі мають посилання на відповідне джерело. Це також стосується графічних зображень.

Дипломна робота не була подана в такій чи подібній формі для оцінювання в жодному іншому національному чи закордонному вищому навчальному закладі та не була опублікована в іншому місці. Цей документ відповідає версії, поданій в електронному вигляді».

Дата: ДД ММ РРРР  
ПІБ

Підпис

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## Example of References

### REFERENCES

#### Example of book with one author

Денисов О.Є. Забезпечення економічної безпеки галузі в умовах глобалізації: монографія. Київ: ДКС центр, 2019. 420 с.

Soros, George. On Globalization. Oxford: PublicAffairs Ltd, 2002. 191 p.

#### Example of book with two, three authors

Рокоча В.В., Одягайло Б.М., Терехов В.І. Міжнародний бізнес та стратегічні зміни: навчальний посібник. Київ: Університет "КРОК", 2019. 215 с. URL: [https://library.krok.edu.ua/media/library/category/navchalni-posibniki/rokocha\\_0005.pdf](https://library.krok.edu.ua/media/library/category/navchalni-posibniki/rokocha_0005.pdf)

Appleyard Dennis R., Field Alfred J., Cobb Steven L. International Economics. 6th ed. Boston: McGraw-Hill Irwin, 2008. 804 p.

#### Example of book with four and more authors

Сучасні технології реалізації експортного потенціалу: колективна монографія / В.В. Рокоча та інші; за ред. В.В. Рокочої. Київ: Університет "КРОК", 2022. 454 с. URL: [https://library.krok.edu.ua/media/library/category/monografiji/rokocha\\_0009.pdf](https://library.krok.edu.ua/media/library/category/monografiji/rokocha_0009.pdf)

International Business. The challenge of Global Competition/ D. A. Ball, J. M. Geringer, M. S. Minor, J. M. McNett. 12th. ed. Boston: McGraw-Hill Irwin, 2010. 682 p.

#### Example without mentioning the author

Міжнародна торговельна діяльність: підручник / наук. ред. В.В. Рокоча. Київ: Університет економіки та права "КРОК", 2018. 698 с.

International Management and Marketing: textbook/ ed. L. L. Lytvynenko. Kyiv: Publishing House "Condor", 2021. 268 p

#### Example of a multi-volume publication

Розвиток інформаційного суспільства: колективна монографія: в 10-ти т. Т.1: Міжнародний бізнес в інформаційному суспільстві/ наук. ред. В. В. Рокоча. Київ: Університет економіки та права "КРОК", 2012. 238 с.

#### Example of collections of scientific works and articles

Держава, регіони, підприємництво: інформаційні, суспільно-правові, соціально-економічні аспекти розвитку: тези доповідей II Міжнародної конференції (Київ, 20 листопада 2020 р.). Частина 1. Київ: Університет "КРОК", 2020. 361 с.

#### Example of an article from collections of scientific works, materials of conferences

Цевух С.М. Перспективи українських бізнес структур на спільному ринку Європейського Союзу. Геоекономічні пріоритети розвитку експортно-орієнтованого бізнесу України: тези

доповідей наукової конференції (Київ, 12 грудня 2020 року). Київ: Університет "КРОК", 2020.  
URL: <https://conf.krok.edu.ua/Geoeconom/Geoeconom/paper/view/326>

### **Example of dissertation**

Маринович В.В. Конкурентний бенчмаркінг у забезпеченні економічної безпеки приватних закладів вищої освіти: дис. ... канд. економ. наук: 21.04.02 / Університет економіки та права «КРОК». Київ, 2021. 235 с

### **Example of dissertation abstracts**

Горбачук О.І. Економічна дипломатія в забезпеченні економічної безпеки держави: автореф. дис. ... канд. економ. наук: 21.04.01. Київ: Університет економіки та права "КРОК", 2017. 22 с

### **Example of articles with 1-3 authors**

Ткаленко С.І. Роль якості продукції у зростанні зовнішньої торгівлі фармацевтичними виробами в сучасних умовах. Вчені записки Університету "КРОК". 2022. № 1(65). С. 43-49. DOI <https://doi.org/10.31732/2663-2209-2022-65-43-49>.

Chumakova I., Oleinikova L., Tsevukh S. Formation of the information space for audit and taxation as a factor for the improvement of investment attractiveness of the Ukrainian economy Integrated Science in Digital Age. ICIS 2019. Lecture Notes in Networks and Systems. 2019. Vol. 78. Pp. 131-147

### **Example of articles with four and more authors**

Foreign direct investments and economic growth in the post-covid-19 period: a causality analysis for Ukraine / S. Tkalenko, Z. Derii, N. Butenko and other. Фінансово-кредитна діяльність: проблеми теорії та практики. 2022. Т. 3. № 44. С. 357–366. URL: <https://doi.org/10.55643/fcaptr.3.44.2022.3665>

Digitization of Investment-Innovation Development of Ukrainian Economy: Empirical Analysis / S. Tkalenko, N. Sukurova, L. Kudyрко, N. Litvin. Comprehensible Science - ICCS 2020. 2021. Vol.186. Pp. 43-60. DOI [https://doi.org/10.1007/978-3-030-66093-2\\_5](https://doi.org/10.1007/978-3-030-66093-2_5)

### **Example of electronic sources**

Цевух С.М. Євроатлантична та тихоокеанська складові експортної орієнтації міжнародного бізнесу України. Сучасні технології реалізації експортного потенціалу: колективна монографія / за ред. В.В. Рокочої. Київ: Університет "КРОК", 2022. С. 283-326. URL : [https://library.krok.edu.ua/media/library/category/monografiji/rokocha\\_0009.pdf](https://library.krok.edu.ua/media/library/category/monografiji/rokocha_0009.pdf)

Наукові публікації кафедри міжнародного бізнесу. URL: <https://www.krok.edu.ua/ua/pro-krok/pidrozdili/navchalni/kafedra-mizhnarodnoho-biznesu/naukovi-publikatsiji>

Вчені записки Університету «КРОК». URL: <http://snku.krok.edu.ua/index.php/vcheni-zapiski-universitetu-krok/about>

### **Example of web-site**

Національна бібліотека України ім. В.І. Вернадського: URL: <http://www.nbuv.gov.ua> (дата звернення: 12.04.2017).

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### Template of Research advisor feedback form

## ВІДГУК НАУКОВОГО КЕРІВНИКА на дипломну роботу здобувача освітнього ступеня «магістр»

\_\_\_\_\_ (прізвище, ініціали)

на тему: «\_\_\_\_\_»

(назва теми)

(У відгуку вказати оцінку актуальності теми дослідження, його наукової новизни та практичної цінності, виявлені недоліки. Особливо відзначити виконання роботи за замовленням або в інтересах конкретного підприємства, організації, установи, апробацію результатів дослідження на семінарах та конференціях тощо)

Актуальність теми:

Переваги дипломної роботи:

Наявність недоліків:

Цінність теоретичних висновків та практичних рекомендацій:

Оцінка виконання окремих розділів та вимог (до 10 балів за кожний показник, якщо інше не встановлене кафедрою), додаткові критерії може встановити кафедра або керівник

- |  |  |
|--|--|
| 1. План, вступ та оглядовий (I) розділ | 6. Критичний аналіз публікацій з теми дослідження                                  |
| 2. Аналітичний (II) розділ             | 7. Використання сучасних наукових методів, моделювання та інформаційних технологій |
| 3. Рекомендаційний (III) розділ        | 8. Оброблення, аналіз та інтерпретація фактичного (експериментального) матеріалу   |
| 4. Висновки і пропозиції               | 9. Візуалізація ключової інформації  |
| 5. Використані джерела                 | 10. Дотримання вимог до оформлення роботи  |

Дипломна робота рекомендована до захисту в ДЕК.

Оцінка наукового керівника:

**Науковий керівник:**

посада,

науковий ступінь, учене звання (за наявності)

\_\_\_\_\_ (підпис, ПІБ)

“\_\_\_” \_\_\_\_\_ 2023 р.

**Template of External review form**

**РЕЦЕНЗІЯ**  
на дипломну роботу здобувача  
освітнього ступеня «магістр»  
Закладу вищої освіти Університет «КРОК»  
спеціальності 292 «Міжнародні економічні відносини»,  
спеціалізація «Експортноорієнтований  
менеджмент»

---

*(прізвище, ім'я, по батькові)*

на тему: « \_\_\_\_\_ »

Актуальність теми дипломної роботи і доцільність її розроблення: \_

Переваги дипломної роботи:

Зауваження до дипломної роботи:

Практична значимість висновків і рекомендацій:

**Рецензент:**  
посада рецензента та місце роботи,  
науковий ступінь, учене звання *(за наявності)*

---

*(підпис, ПІБ)*