



SUBJECT (MODULE) DESCRIPTION

Subject name	Code
Bachelor thesis	

Staff	Faculty
Coordinator(s): assigned lecturer Others:	Faculty of Economics, Marketing Department

Study cycle	Type of study
First	Compulsory

Form of implementation	Period of implementation	Language of instruction
Self-study	Spring semester	English

Requirements for student	
Prerequisites: Marketing, Management	Additional requirements (if any):

Number of ECTS credits	Student's workload	Contact hours	Individual work
15	375	14*	361

Aim of the course
<p>Preparation and defence of the Bachelor thesis develops an ability to produce solid analytical scholarly paper on marketing and global business by applying acquired knowledge, skills and methods for identification, analysis, research and solutions' proposal of practical business problems. Skills of structuring substantial volume of original text on a given problem, ability to find and select relevant scientific literature sources, ability to draw scholarly sound methodology for applied research, ability to format the paper in accordance to given requirements are developed. Deep knowledge in particular topic is acquired.</p>

Learning outcomes	Teaching methods	Assessment methods
Will be able to identify theoretical and practical problem of marketing and global business and set the goal of a scholarly work on the basis of a problem	Consultation, self study	Assessment of Bachelor thesis/defence
Will be able to break goal into objectives.	Consultation, self study	Assessment of Bachelor thesis/defence
Will be able to collect, select, analyse and synthesise theoretical literature, to disclosing the topic and achieve the goal in a scholarly writing manner.	Consultation, self study	Assessment of Bachelor thesis/defence
Will be able to provide personal opinion or approach towards the objects of the analysis with reasoning.	Consultation, self study	Assessment of Bachelor thesis/defence
Will be able to analyse separate objects, phenomena, classifications, approaches, etc. and synthesise them into meaningful structures or relationship models on	Consultation, self study	Assessment of Bachelor thesis/defence

* Contact hours account group consultations and interim checks organized by Marketing Department, face to face or distant consultations with supervisor, consultations with assigned consultant on research methodology, or other contact forms with lecturers.

Learning outcomes	Teaching methods	Assessment methods
the basis of theoretical knowledge.		
Will be able to create sound methodology for the research of practical marketing and/or international business problem	Consultation, self study	Assessment of Bachelor thesis/defence
Will be able to collect the primary research data from the target sample	Consultation, self study	Assessment of Bachelor thesis/defence
Will be able to use qualitative or quantitative methods for the analysis of research data.	Consultation, self study	Assessment of Bachelor thesis/defence
Will be able to summarise the substantial volume of the information and research data and propose meaningful solutions for applied problem on the basis of theoretical knowledge and research data.	Consultation, self study	Assessment of Bachelor thesis/defence
Will be able to structure and format the thesis in accordance with the given requirements.	Consultation, self study	Assessment of Bachelor thesis
Will be able to present the results of the thesis for a specialists' audience in a given frame of time, discuss and argue solutions by demonstrating knowledge on the particular marketing and international business topic.	Consultation, self study	Assessment of defence

Topicality of the Bachelor thesis and thesis harmonization with a course paper of 6th semester

The topic of Bachelor thesis should be in line with the study programme of Marketing and International Business. It should address acute marketing or international business problem on the society, company, or consumer level. Since both disciplines are mature, a number of topics in the field are well-explored and do not open a gap for the analysis. However, students are suggested to unite several variables that were not addressed together before, to contrast variables among different consumer of company groups (preferably, not only demographics), to manipulate differences in objects, for example, advertisements, or to address researched topics in under-researched contexts, for example, behaviour of Lithuanian rural consumers, etc., to enter the “untapped” area in scholarly research. Also, students can explore rather well known variables for the particular company or brand, for example, classifying company’s consumers and developing the relationship among consumer level variables, resulting in applied research as a Bachelor thesis.

Well-developed Bachelor thesis topic should contain object, context and problem. Analytical and/or problematic nature of a topic, addressing unexplored relationships among variables, should be maintained. Descriptive topics, such as “Consumer loyalty”, “Leasing practice in Lithuania”, “Brand image in marketing” are not allowed. A well-developed topic suggests the problem and goal *per se*, and does not provide an answer to a problem before the research.

The scope of thesis, as suggested by the topic, should be not too wide, and not too narrow. It is recommended to select several variables or groups of the variables, or several segments, and construct a topic as their relationships or differences. Variables selected for the topic should not be too simplistic, researchable by one or two questions or indicators; at the same time, they should not

be too complexed, and thus unresearchable having student's resources in mind. The topic should also be considered having potential respondents (subjects of the research) in mind: will the student be able to reach and interview a required amount of consumers or companies that hold required characteristics? Topics that require dynamic data from different time periods should be avoided, since the period for Bachelor thesis writing is short and will not allow the collection of consecutive data.

Students are encouraged to develop the same or similar topic as their course paper's, written in the 6th semester. A course paper puts a strong theoretical basis for the final Bachelor thesis, since student is already familiar with major theories, concepts, typologies, controversies, relationships among variables, etc.

However, students should note that Bachelor thesis is of higher scholarly ambition in terms of sources of literature, depth of arguments, or complexity of question than a course paper. Having this in mind, students will need to expand or develop a topic to fit the scope of the Bachelor thesis within the same area. The topic of Bachelor thesis should address problem of applied and empirically researchable nature. Thus, if the topic of the course paper did not have these characteristics, students are encouraged to address the supervisors for topic review.

Consequently, the body part of the Bachelor thesis, as a basis for theoretical part, will need revision in order to fit the topic, introduce new variables, argue the relationship between them, and logically drive towards the research, which is an essential part of the Bachelor thesis.

Structure and content requirements for a Bachelor thesis

- **Title page** (annex No. 1).

- **Author's declaration** (annex No. 2).

- **Table of contents** (example in annex No. 3).

Table of contents lists all parts and subparts with respective page numbers. Introduction, Conclusions and proposals, List of references, Annexes, Summary are not numbered. Only the parts and subparts of major body part are numbered. Theoretical part, Methodological part, and Research part are assigned numbers 1, 2, 3 respectively. Subparts contain the number of major part, and sub number (for example, 3.2.). If the part consist of only one subpart (for example, only 3.1., without 3.2.), the structure has to be reviewed, since the subpart obviously is not necessary and is only a piece of the major part.

- **Introduction.**

Introduction outlines the topic, provides context and arguments for topic development necessity, lists problem, object, goal, objectives, methods and limitations, results (value) and structure of the paper.

Problem. Each acute topic should be solving clearly framed problem. Introduction of Bachelor thesis outlines the arguments why the problem is acute, worth discussing and researching. After several paragraphs of argumentation it is necessary to *outline the problem in one question*.

In fact, the Bachelor thesis is written with a goal to solve a problem, thus a student should think of a formulation that gives a space for solving it within the Bachelor thesis frame. For example, the problem “How consumers behave during the economic crisis?” is too broad, since the answer to a problem requires a number of sources, arguments, and empirical evidence that are outside the scope of the Bachelor thesis. However, the problem “What is the relationship between values and attitudes towards sustainable consumption?” allows exploring it in the Bachelor thesis.

Object is variable, relationship of the variables or other domain(s) that are of the major interest of current scientific analysis. The object can be identified as the major keyword(s) that answer to a question “What is this Bachelor thesis about?”

Goal. The goal of the Bachelor thesis has to be stated in one essential sentence. The goal clearly reflects the topic and problem, and sets the scope of further work.

The major goal of a Bachelor thesis is to explore in-depth particular topic of marketing and international business on theoretical and empirical levels. As a rule, relationship of consumer behaviour or company level variables, differences in behaviour among consumer or business segments are addressed in the Bachelor thesis, providing empirical evidence on the relationship/differences of variables.

Objectives break the goal into smaller pieces. Each objective should clearly bring the development of the Bachelor thesis to the final goal. It is recommended to formulate approximately 5 objectives, clearly addressing theoretical analysis of the topic, creation of research methodology, research implementation and data analysis, and proposals. Objectives set the framework for the content of the paper.

Bachelor thesis methods. Methods of research have to be outlined in one paragraph.

Bachelor thesis results and limitations. Several sentences should be spared for outlining major results or value of the thesis (who can benefit from student’s paper on theoretical or practical level and how), and major limitations. Note that limitations do not devalue the (good) paper; rather, by stating limitations the author acknowledges direction for the improvement of further research and effects of limitations on the arguments and results, thus making discussion more mature.

Structure of the paper. One paragraph should shortly outline the structure of the paper, relating the parts in a logical manner.

The introduction consists of 2-3 pages; approx. 800-1200 words.

- **The major body.**

The major body of the Bachelor thesis consists of three major parts: theoretical, methodological, and research results. Each part holds a title which represents the content of the part (that is, the part is titled not “Theoretical part”, but, for example, “Factors Affecting Private Label Purchases”).

Theoretical part provides theories and other, usually secondary, data and sources that are collected, analysed, synthesised and provided in a reasonably argued text to develop a topic and lead the reader towards clearly framed research problem and research model. Concepts, methods, models, strategies/tactics, classifications, features of objects, relationships, differences, etc. are discussed in the theoretical part of Bachelor thesis.

Subparts of the theoretical part should allow logical development of the topic. As a rule, the development starts with the general knowledge within the field (why the topic is acute, to what extent it is researched, major stages of topic development, if necessary, the major typologies, classifications, models within the topic). Further development should reflect analytical abilities of a student, outlining major factors or groups of factors, disclosing relationships, differences, controversies, etc. within the subject. After reading the theoretical part, the reader should be clearly informed why and what aspects of the topic need further exploitation and will be researched, and how they relate in research problem and model. Although initial stages of theoretical part might be of descriptive nature, providing major types, models, usage, etc. of the objects under analysis, the major value of theoretical review is created when a student demonstrates an ability to draw the relationships, differences, regularities, etc. between the analysed concepts, contrast or unite different research data, draw own arguments and/or hypothesis. Thus, simple description of objects under analysis most likely will not allow to address the problem and reach the objectives of the thesis.

Subparts should be consecutive across pages (should not start from a new page). Parts should be related by introductions and small summaries, outlining the necessity or value of each subpart for the topic development. There should be no text that is not assigned to the particular subpart. There should be no parts that do not fill in one page (in this case headlines or other forms of topic outline should be used).

The title of each part and subpart should clearly reflect the essence of the part. Separate keywords in titles, for example, “Loyalty”, “Status consumption”, “Values” should be avoided, since without additional development (“Concept of loyalty”, “Types of loyalty”, “Factors or status consumption”, “Relationship among values and attitudes”) they are meaningless. The titles should

not repeat the overall title of the paper, also the titles should not be repetitive among themselves. Overall, the well-developed titles lead to an informative table of contents, which allows the reader to grasp the major content and developmental logic of the thesis.

The usage of textbooks for the development of theoretical part is not recommended. Students are encouraged to use scholarly articles, research books, monographs, and secondary data to develop more solid scientific argument. It is recommended to use articles from databases Taylor and Francis, Emerald, EBSCO, OECD iLibrary, JSTOR, etc. The most recent developments in the field should be addressed. Although rather old source (more than 15 years) is not an indicator of low quality *per se*, and might be necessary for discussing well established knowledge within the field, the dominance of old sources in entire thesis leads to biased, outdated understanding of topic's development and does not allow to target acute problem.

The parts of the Bachelor thesis should not contain substantial fragments (more than ½ page) that are directly rewritten (or translated) from one source. Each part, although describing well-known theories, classifications, aspects, etc., should be originally composed by an author.

Direct citations should be marked by quotation marks. Only short (usually less than 40 words) sentences are allowed for direct citations; the quoted text should be vital for the reasons of arguing or criticising, but not for the regular development of the body text of a student. In other cases, a student should rephrase the used text and reference the author. Composing parts of paper only using citations from other authors is not allowed.

Referencing sources in text is made following APA standard. As a rule, author's surname and year of publication are put in brackets after the referenced text. Also, the sentence might start with author's surname, followed by the year of publication in brackets, whenever necessary. If a publication belongs to two authors, both authors' surnames are provided in brackets. If a number of authors is three and to five, all surnames of authors should be provided only in the first mention of publication. Further they are refereed as 'primary author et al.' If the number of authors is six and more, they are referred as 'primary author et al.' under the first and subsequent mentions. If several publications of the same year belong to the same author, they are marked as a, b, c in the text and in the reference list. Examples:

- The subject of product country of origin effects on consumer behaviour has reached substantial attention in the period of 1985-1995 (Johnson, 2005).
- As Johnson (2005) identifies in his retrospective review, the subject of product country of origin effects on consumer behaviour has reached substantial attention in the period of 1985-1995.
- The subject of product country of origin effects on consumer behaviour has reached substantial attention in the period of 1985-1995 (Johnson & Smith, 2005).

- As Johnson and Smith (2005) identify in their retrospective review, the subject of product country of origin effects on consumer behaviour has reached substantial attention in the period of 1985-1995.
- The subject of product country of origin effects on consumer behaviour has reached substantial attention in the period of 1985-1995 (Johnson et al. 2005).
- The subject of product country of origin effects on consumer behaviour has reached substantial attention in the period of 1985-1995 (Johnson, 2005a).
- The aspect of animosity towards country of origin shapes consumer behavior (Johnson, 2005b).

In case the reference is given to the secondary source that quotes primary source, and the primary source is not available, students should take caution to indicate that properly.

The text of theoretical part should not contain redundant subjective descriptions or essay type non-referenced considerations. Publicist style, distinguished by phrases “as everybody knows”, “commonly accepted”, “clearly evident” that substitutes referenced research or facts, should be avoided. Reasoned and documented scientific language should be evoked.

If the development of topic requires insertion of visuals, tables, documents of a large volume (for example, statistical graphs from secondary sources, excerpts from regulations, tables with analysis or reviews drawn by other authors, etc.), it is recommended to put them in annexes. Substantial pieces of information from secondary sources (more than ½ page) should not form text of a student’s Bachelor thesis. However, if a student draws a model or picture as an original contribution to the field (for example, model of the relationship among variables, or nomological network within the field), they can be left as a part of major text at the author’s discretion.

Methodological part outlines research problem, goal, and objectives. Research can be performed on a market, company, or consumer level, reflecting the thesis topic, problem, and goal.

As a rule, goal of the research is to establish causal relationships between variables, and/or outline the differences in the variables among particular companies or consumer groups.

Each predicted relationship should be hypothesised. Hypotheses should be numbered. Hypotheses should be stated in a manner as required by statistical hypothesis testing, having analysis tool in mind. Direction of the hypothesis (positive or negative relationship, higher or lower mean among groups) should be identified. For example, “H1. Switching costs is a positive predictor of consumer loyalty” (having linear regression in mind), or “H2. Women will have higher perception of switching risks if compared to men” (having t-test in mind). Each hypothesis should be additionally grounded theoretically in two-three sentences, reflecting relevant discussion in theoretical part.

If causal relationships are addressed, it is recommended to draw a research model, where predicted variables, as well as relationships (directionality) among them are evident. Such model is

usually associated with survey as a research method. In some cases in-depth interviews and focus groups can be performed to determine causal relationships.

Another common method for testing causal relationships is experiment, where effect of combinations of variables on different levels or modifications are tested on the dependent variables. In this case experimental matrix is drawn.

Testing differences of the variables or their relationships among consumer or companies groups is also a potential inquiry for the research. However, several cautions should be noted. Simple break of the variables across consumer demographic or companies' groups, if not supported by additional, more sophisticated variables' relationship testing, might be not sufficient in depth for Bachelor thesis. Second, if the major focus of the research are differences among age groups, gender, nationality, or company size and type in the tested variable, there should be clear theoretical background for expecting such differences in the theoretical part.

Research population, sample size, sampling method, and data collection method (how respondents were gathered and interviewed) should be outlined.

Research instrument should be discussed in depth, providing the measurement of each variable, basis for it (reference to the author, or, if originally created, basis for the creation), scale, validity and reliability. It is recommended to use established constructs for the variables measurement, however, in some cases constructs might require modifications and amendments having regard to the context or object of the research. Modifications (including shortening or extending the construct), although allowed, should be made with great caution and clearly reasoned and explained, since any modification has an effect on construct reliability or even validity.

Whenever the research procedure is more complicated than fulfilling regular questionnaire (for example, respondents are exposed to different stimuli depending on their previous answer or group), procedure should be clearly explained. In general, the instrument and procedure should be described in such detail, that an outside reader would be able to draw the same instrument and repeat the same procedure solely on the basis of the description.

Research instrument(s) should be provided in annexes in exactly the same form as it was seen by the respondent. If respondents were exposed to an instrument which was in different language if compared to the thesis language, both versions of instruments should be provided in separate annexes.

Results of the research should first provide general information about the sample in terms of demographics, companies' profiles, usage rates or other general relevant variables, then provide condensed information on general statistics of the tested variables together with reliability indicators, and afterwards provide remaining results as hypotheses tests.

Data should be analysed using statistical methods for quantitative research, and well methodologically supported methods of coding, grouping, inferring for qualitative research. Providing only mathematical calculations with simplistic graphs on one variable will not be

sufficient for thesis development. In the major part of the thesis they should be provided in a reader-friendly manner, but not as raw outputs of SPSS or other software with redundant data. However, frequencies, distributions, outputs of the analysis are recommended as annexes, wherever relevant.

It is recommended to provide graphs only in analytical manner, where at least two variables are grouped and/or contrasted. Providing percentage distribution in pies on two or three groups, simple column bars or lines representing dynamics of one variable does not demonstrate analytical ability of a student.

It is not necessary to provide the same information in different forms, for example, stating the same results in table, graph, and rephrasing them in text. The selected form of results provision should be consistent and well balanced across the paper.

Whenever hypothesis is tested, it should be clearly stated whether hypothesis is confirmed or rejected. The results should be discussed in line with existing theories and/or empirical research. If results are unexpected, the reasons for that should be discussed. Implications of the results for future research or practical application can shortly be outlined, and later developed in more detail in Conclusions and proposals part.

Students might select to draw a conclusive table of confirmed or rejected hypotheses, or draw the model of the established relationships as a summary of the results. It is not necessary to perform both types of summaries, since the information will be repetitive.

Limitations of the research with implications of results applicability should be outlined.

The major body part of the Bachelor thesis consists of 35-45 pages, 11 000 – 15 000 words.

- **Conclusions.**

Conclusions integrally unite major regularities, relationships, controversies or differences among analysed objects, reasoning major implications of findings for society, business, consumer or other subjects. Conclusions should be stated in a manner that would not leave a doubt that objectives, and consequently, the goal were reached.

It is recommended to structure the conclusions in the precise accordance with the objectives, drawing two-three conclusions per objective. For example, if objective determined analysis of the relationship between values and attitudes towards global brands, conclusion should clearly state what is the nature, prerequisites, outcomes, etc. of these relationships, or, if controversy of scholarly evidence exists, where exactly the controversy lies.

Conclusions should not list the stages of the work (what was reviewed and analysed). No new information or data that was not provided in the thesis should appear in the conclusions. Citations of other authors' text are not recommended in the conclusions, since the ultimate essence of the conclusions is to summarise and frame findings of an author of a thesis.

Proposals should be twofold:

a) They outline the value for business. Student should consider what value the knowledge derived from research results could bring for the company or sector, and how it could be applied for marketing and international business practices or particular companies.

b) They outline the major guidelines for future research. The student should name what types of relationships, segments, groups, etc. remain under researched.

Conclusions and proposal consist of 2-3 pages; approx. 800-2 000 words.

Overall volume of the Bachelor thesis is 39-51 pages, c.a. 12 600 – 18 000 words.

- **List of references.**

All authors or other sources referenced in text should be included into the list of references. All sources, included in list of references, should be reflected in the text. Artificial expansion of references list (including the authors that were not directly referenced or quoted) are not allowed. List of references should contain at least 30 sources; at least 20 scholarly articles should be used. List of references is drawn on the alphabetical order on the basis of primary author's surname. References should be numbered. APA referencing style is recommended (see annex No.5). List of references is not accounted in the overall volume of the Bachelor thesis.

- **Summary in English.**

Summary lists title of the paper, author's name, surname. It shortly outlines context and necessity of the topic analysis, object, problem, goal and objectives of the research, major conclusions, value and limitations. The scope of summary should not exceed one page (approx. 400 words).

- **Annexes.**

If annexes are necessary, they should be numbered and titled, and clearly referred in text where relevant. Annexes should follow the same sequence as they appear as references in body text. Sources for annexes should be listed. Annexes are not accounted into the general volume of the Bachelor thesis.

Formatting

Paper is formatted on A4 size, in Times New Roman, 12, justified, 1,5 interval between the lines. Margins are left as identified by Microsoft Word as "Normal", that is, 2 cm from head and bottom, 2,5 cm from the left, and 1,5 cm from the right. Paragraph starts with 1,5 indent.

Although title page is accounted, it is not numbered. Page numbers appear on the second and subsequent pages, on the bottom of the page (centred).

Artificial expansion of paper coverage (extra enters, larger margins, tables or graphs larger than necessary for reasonable reading, unfiled pages between subparts, etc.) are not allowed.

Headings of parts are formatted in capital letters, Times New Roman, 12, bold. Headings of subparts are formatted in regular letters, Times New Roman 12, bold. Additional visual formatting (change of color, outline, frame) are not allowed.

Tables and pictures (graphs) should be numbered consecutively along the Bachelor thesis and titled as provided in Annex 4. Table's title is provided above the table, whereas graph's title is provided below the graph. Tables and graphs, if provided within the major body part of the text, should appear as close to the text where they are discussed as possible. They should be referred in text wherever relevant ("see table. 5", "see graph 3").

Schedule of Bachelor thesis writing				
Stage of the course	Timeline	Working hours		Description of the assignment/activity
		Contact	Individual	
Selection of the topic	February, first two weeks of the semester	1	6	Students review their topic in line of the requirements, discuss with the supervisor, and send initial formulation to Marketing Department by the announced date.
Writing introduction	February, 3 rd and 4 th weeks of the semester	1	30	After the consultation with the supervisor, students write introduction following the requirements, and submit it to the supervisor.
Review of topics' eligibility	Beginning of March		2	At this stage potential amendments in the topic, having upcoming research in mind, should be clear. Topics with amendments (if any) are sent to Marketing Department under request. Marketing Department discusses the topics with supervising lecturers and potential members of commission in the light of their eligibility for Bachelor thesis. Namely, the following is addressed: scope of the problem (not too narrow and not too broad), sufficient analytical nature implied by the topic, research ability having potential target respondents, variables and research problem in mind. Approved topics are made public. Students whose topics are not approved are notified, as well as their supervisors. Topics have to be reviewed and approved by Marketing Department within two weeks. Students working on different topics than approved, or on non-approved topics, take full risk of thesis non-eligibility for the defence.
Theoretical part of the	March 1-10	2	50	Students consult with the supervisor on the potential content of Bachelor thesis, write and submit separate parts or bigger pieces of development of

Bachelor thesis				theoretical part to the supervisors.
Methodological part of Bachelor thesis	March 10-20	2	70	Students consult with the supervisor on the potential research idea, method, and model. Students write and submit methodological part to the supervisor.
Students' interim presentation of the research	March 20-30	2	10	Marketing Department announces the date for interim research methodology presentation. In 5 minutes Power point presentation students disclose the topic, problem, goal, objectives (without extensive comment) and present methodology of the research (method, sample size, sampling procedure, and instrument). Assigned lecturer(s) from Marketing Department comments research methodology.
Research data collection	April 1 -15		50	Students finalise the research instrument, develop the procedure, and collect research data.
Research results part of Bachelor thesis	April 16-30	2	65	Students analyse research results, synthesise and visualise them, write the results part and submit to the supervisor.
Conclusions and proposals	May 01-10	2	38	Students write and submit conclusions and proposals to the supervisor.
Overall paper review, amendments, finalisation, drawing the final list of literature, writing summary, formatting	May 11 – May 20	1	20	Students provide a draft version of a paper for the supervisor. After the feedback is provided, students review a paper on the basis of supervisor's comments, additionally having an aim to assure the following: <ul style="list-style-type: none"> a) Paper topic, problem, goal, objectives and content clearly derive from one another. There is a good correlation between implicit promise, made by a topic, and paper content (theoretical part, research model and goal, research results). b) Structure of the paper is clear, meets the established requirements, follows objectives and general logic, set by the topic, problem and aim. c) Research problem is solved, goal is achieved. Stated otherwise, major results of the research provide an answer to the problem. d) Citations or referencing are correct. List of references is drawn as required. e) Summary is provided as required. f) Annexes are numbered, titled, referred in text where relevant, and put after the list of references. g) The paper complies with composition, volume and formatting requirements.
Presentation preparation and Bachelor thesis defence	June, date TBC	1	20	Students prepare Power Point presentation following the requirements, and defend the Bachelor thesis in a public defence in front of the commission. Students can consult supervisor on the presentation structure and ask for the comments for the prepared presentation, however, they should not discuss the received review and implied drawbacks or questions with the supervisor, since it is considered that responding to the review is a part of individual defence.

Procedure

Procedure of Bachelor thesis writing and defence follows VU Rules of Final Theses Writing, Defence and Storage, schedule as established and described in the current syllabus. Additional guidelines and/or steps in the procedure can be established by Marketing Department in order to increase quality of studies, as long as they do not contradict established procedures.

1. Student formulates a topic on the basis of previous course paper topic or sets a topic anew after the consultation with the supervisor.
2. Marketing Department approves topics and assigns supervisors. Topics, authors, and supervisors are entered into the VU Student Theses Database within one month after the list is approved by the Dean of Faculty of Economics.
3. Marketing Department approves schedule of Bachelor thesis writing, submission, and defence on the basis of lecturers' working load, but within the framework of the 8th semester.
4. Students write Bachelor thesis following established schedule and procedures.
5. Students submit the Final Bachelor Thesis to Marketing Department on the assigned date and time. Supervisor of the thesis confirms eligibility for the defence to Marketing Department. Marketing department assigns commission of the defence and the reviewers.
6. Students upload the thesis onto VU Students' thesis database on the same day as thesis submission, but not later than 5 days before the formal defence. Changes of the thesis that has been uploaded onto a database are possible only with written consent of thesis supervisor and the Dean.
7. Students who failed to submit the thesis timely, to follow the rules of course paper writing, and/or to develop a thesis that meets the established standard are banned from the defence. Students who are allowed to defend the thesis are approved by Marketing Department, making the list public within 3 working days after thesis submission.
8. Final Bachelor Thesis defence is public and is pursued by the Commission approved by the Marketing Department and the Dean of Faculty of Economics. During the defence, Commission is provided with written assessment of the supervisor and the review of the thesis by assigned reviewer (Annex No. 5; reviewers complete full form, supervisors complete the form without questions). Reviews without questions are individually provided for the student before the defence.

Student prepares Power Point presentation of c.a. 10 minutes for course paper defence. The presentation outlines the title of the paper, major arguments for topic development, problem, goal, objectives, and theoretical background for the research, methodology, major findings, conclusions and proposals (managerial implications). Student should be ready to answer reviewer's and/or commission remarks and questions that are related to overall logic of the thesis and/or separate parts of it, demonstrating deep knowledge within the selected topic of marketing and international business, research methodology, results analysis and interpretation, practical applicability. Only the content that is provided in the Final Bachelor Thesis can be included into the presentation (no

improvements, amendments or supplements that a student finds valuable, however, failed to include them in the thesis text, can support the presentation).

9. The final grade of the Final Bachelor Thesis is a collegial decision of commission members, having regard to the reviewer's and supervisor's opinion, content of the thesis and student's performance during the defence. The grading is in 10 point scale.

10. Assessment of the Final Bachelor Thesis is entered into the grade sheet and signed by at least two commission members. Final Bachelor Thesis is stored at VU databases following the established procedures.

11. Failure to submit the thesis or get positive assessment is considered as academic debt of a student and can be eliminated entering upcoming thesis writing and defence cycle following the established procedures.

Review form for the Final Bachelor Thesis is provided in Annex No. 6.

Role of a supervisor in Bachelor Thesis writing process

A supervisor pursues an advisory role, helps the student to understand the essence of a scholarly paper and principles of separate parts writing, explains the need for particular theories/models/concept usage, but does not provide pre-ready solutions (for example, list of usable sources, formulation of problem, conclusions, framing the table of contents, etc.). Also, a supervisor is not supposed to correct each mistake in detail; rather, his/her role is to provide broad comments for the draft paper (or part) drawbacks and guidelines for the improvement. The fact that some or all parts of the paper were assessed positively by a supervisor does not ensure that the final paper would be assessed positively, since the final Bachelor thesis is a holistic scholarly piece, where fit of the parts and logical continuity is equally important to the content of separate pieces; moreover, final assessment is dependent on the defence.

A supervisor provides timely consultation when a student works in a timely manner: contacts a supervisor and provides separate parts as established in the schedule, allows three working days for answers on minor parts or questions, or five working days for the review of the draft version of final paper. Demands to meet for consultation or written feedback within a short notice (less than three working days) might be declined. Students should note that all indicated time frames for separate parts' writing should account periods indicated for supervisor's feedback, thus it is upon them to assure proper time management.

Solely a student is responsible for the arguments, content, conclusions, research guidelines, correct usage of copyright material, sufficiency in volume and compliance with content and formatting requirements of the thesis, thus a supervisor is not obliged to restate them additionally.

**VILNIUS UNIVERSITY, FACULTY OF ECONOMICS
MARKETING DEPARTMENT**

Study programme: Management and Business Administration,
Specialization: Marketing and International Business

Name, SURNAME

TITLE

Final Bachelor Thesis

Supervisor: prof. dr. **Name Surname**

Date of submission _____

Registration number _____

Vilnius, 2017

Annex No. 2.

Declaration of thesis compliance with Vilnius University regulations

I, _____, hereby confirm that:
name, surname

1. all directly and indirectly cited sources of references in the paper are included into the literature and reference list;
2. the paper is submitted to students' database information system of Vilnius University is identical to the paper copy presented to the Marketing department;
3. no legal acts or copyrights were violated in the process of preparation of these thesis.

Student's signature: _____

Date:

Annex No.3. Table of contents

INTRODUCTION3

1. TITLE6

1.1. Title6

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2.1. Title17

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3.1. Title21

 3.1.1. Title21

 3.1.2. Title23

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Annex 4. Formatting figures and tables

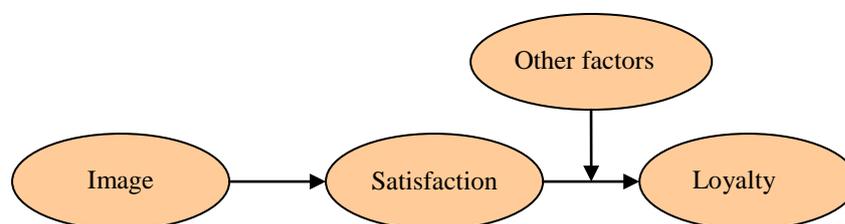


Figure 5. Relation between image and loyalty. Based on: *Bloemer, Ruyter, 1998*.

Table 13. Responses of male and female to statements about web-page safety

Statement	Mean	
	Male	Female
It protects information about my web shopping behaviour.	3,81	4,05
It does not share my personal information with other sites.	3,94	3,81
This site protects information about my credit card.	3,89	3,98

Annex No. 5. Literature and references

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8. Council Regulation (EEC) No. 338/79 of 5 February 1979 laying down special provisions relating to quality wines produced in specified regions (1979). Available from: <http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:31979R0338:EN:HTML> (accessed on 22-10-2011).

Annex No. 6. Review form

Review Form of Final Bachelor Thesis

Author of the course paper.....

Topic of the course paper

Course paper evaluation

	Object of an assessment	Percentage of the final grade	Assessment	Cumulative grade
1.	Introduction. <i>Grounding and formulation of problem, goals, objectives, compliance with other requirements for introduction. The problems is well argued and acute in the field of marketing and international business, problem is well formulated in one statement or question, goal is well formulated and reflects topic and problem, objectives reflect the goal.</i>	5%		
2	Theoretical part. <i>The structure of theoretical development is logical. Each part supplements the topic development. Parts are well united in between. Parts reflect major domains, models, classifications, developments, etc. within the field. There are parts that argue relationships. Student uses sufficient number of relevant and up to date sources, demonstrating the ability to systemise them and derive own text. Development is based on sound arguments, evoking scholarly sources. Theoretical part clearly leads to the model of the research.</i>	25%		
3	Methodological part. <i>Research problem, goals and objectives are outlined. Research method, population, sampling, data collection and other procedures are clearly outlined and selected in line with topic, problem, and common practice within the field. Hypotheses (if necessary) are formulated correctly. Instrument is well theoretically grounded, is of sufficient validity and presumably sufficient reliability. Instrument allows reaching the goal of the research.</i>	20%		
4	Analysis of the results. <i>Results are well analysed using statistical and other analytical methods. Methods of analysis are correctly selected having the research problem and hypothesis in mind. Analysis is free from significant flaws. Results are summarised and provided in a reader-friendly manner.</i>	25%		
5	Conclusions. <i>Conclusions clearly reflect objectives. They provide major findings of the course paper in logical consistency. Sound proposals for practitioners and further research are provided.</i>	15 %		
6	Overall paper consistency and logic <i>Paper's content reflects the topic. Each part is clearly linked to each other. The paper has consistent and logical development.</i>	5 %		
7	Fulfilment of structure, formatting, grammar and language style requirements.	5%		
			Final grade	

Comments on the assessment

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Questions (minimum three)

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