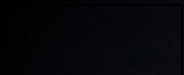




Kazimieras  
Simonavicius  
University

**BUSINESS INNOVATION & COMMUNICATION SCHOOL**

# **METHODICAL GUIDELINES FOR THE FINAL THESIS**





**Kazimiero Simonavičiaus  
universitetas**

Full name of the student

**TITLE OF THE BACHELOR'S / MASTER'S THESIS**

Bachelor's / Master's Final Thesis

Thesis Programme of studies (state code)

Vilnius, year



**Kazimiero Simonavičiaus  
universitetas**

ELIGIBLE TO DEFEND

\_\_\_\_\_

SIGNATURE

\_\_\_\_\_

DATE

Full name of the student

**TITLE OF THE BACHELOR'S / MASTER'S THESIS**

Bachelor's / Master's Final Thesis

Thesis Programme of studies (state code)

Supervisor: \_\_\_\_\_  
(academic degree, full name, signature)

Student: \_\_\_\_\_  
(signature)

Vilnius, year

**KAZIMIERAS SIMONAVIČIUS UNIVERSITY CERTIFICATION OF INDEPENDENT WORK**

I confirm that the submitted thesis titled "*Title*":

- Was written independently by the author and does not contain material from other authors as original without proper citation.
- Has not been submitted and defended at another educational institution in Lithuania or abroad.
- Does not contain references to other works if their material was not used in the thesis.
- Includes a complete list of all sources and references used.

Name Surname \_\_\_\_\_  
(Signature)

Name Surname. Year. Title of the Thesis. Bachelor's / Master's Thesis. Name of the Study Programme.

Kazimieras Simonavicius University, School of Business Innovation and Communication, X pages (X pages), X Appendixes.

## SUMMARY

The bachelor's thesis consists of an introduction, literature review, methodological part, empirical research, conclusions, recommendations, references, and appendixes.

200-250 word summary about the thesis. 200-250 word summary about the thesis. 200-250 word summary about the thesis. 200-250 word summary about the thesis. 200-250 word summary about the thesis. 200-250 word summary about the thesis. 200-250 word summary about the thesis. 200-250 word summary about the thesis. 200-250 word summary about the thesis.

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**Keywords:** word, word, word, word.

## SUMMARY IN LITHUANIAN

Pavardė Vardas. Metai. Darbo pavadinimas. Studijų programos pavadinimas, baigiamasis bakalauro / magistro darbas. Baigiamojo darbo vadovas(-ė) pareigos, laipsnis, vardas, pavardė.

Kazimiero Simonavičiaus universitetas, Verslo inovacijų ir komunikacijos mokykla, X psl. (X psl.), X priedų.

## SANTRAUKA

Bakalauro baigiamąjį darbą sudaro įvadas, literatūros apžvalga, metodologinė darbo dalis, empirinis tyrimas, išvados, rekomendacijos, naudotos literatūros sąrašas ir priedai.

200-250 žodžių santrauka apie baigiamąjį darbą. 200-250 žodžių santrauka apie baigiamąjį darbą. 200-250 žodžių santrauka apie baigiamąjį darbą. 200-250 žodžių santrauka apie baigiamąjį darbą. 200-250 žodžių santrauka apie baigiamąjį darbą. 200-250 žodžių santrauka apie baigiamąjį darbą. 200-250 žodžių santrauka apie baigiamąjį darbą. 200-250 žodžių santrauka apie baigiamąjį darbą. 200-250 žodžių santrauka apie baigiamąjį darbą. 200-250 žodžių santrauka apie baigiamąjį darbą. 200-250 žodžių santrauka apie baigiamąjį darbą. 200-250 žodžių santrauka apie baigiamąjį darbą.

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**Raktiniai žodžiai:** žodis, žodis, žodis, žodis.

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## **GLOSSARY OF KEY TERMS**

**Speleology** - The scientific study of caves and other underground structures accessible to humans from within (Vle.lt, n.d.).

**Secular** - Relating to worldly things or to things that are not regarded as religious, spiritual, or sacred; temporal (Vlkk.lt, n.d.).

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## INTRODUCTION

*Total – 1,5 – 3 pages.*

**Relevance of the Topic:** 0.5-1 page of text discussing the relevance of the topic, using scientific sources and citing the latest authors on the subject.

**Novelty of the Work:** 0.5-1 page of text discussing the extent of research on the topic and the novelty of the work, referencing scientific sources and citing the latest authors on the subject.

**Object of the Work:** The object of the study should be presented in one main element / subject.

**Aim of the Work:** The aim of the study should be presented in one sentence.

### **Objectives of the Work (should be numbered)**

1. Conduct a literature review – the first objective should be assigned to the first part of the work (the objective needs to be expanded and adapted to your work).
2. Collect relevant information on practical examples related to this topic – the second objective is assigned to the research part (the objective needs to be expanded and adapted to your work).
3. Conduct empirical research – the third objective is assigned to empirical research (the objective needs to be expanded and adapted to your work).
4. The objective is assigned to summarising the conclusions and formulating recommendations (this objective should be expanded and adapted to your own research).\*

*Note: instead of using the formulation “to provide conclusions and recommendations,” it is recommended to use a more neutral wording, such as “to formulate proposed guidelines based on the research results.”*

**Problem of the Work:** The problem of the work should be formulated in one question (open-ended question).

**Methods Used in the Work:** List the research methods used in the work.







## II. METHODOLOGICAL PART (ADAPT THE TITLE TO FIT THE SPECIFIC ISSUE)

**Aim of the Research:** Enter the aim of the research.

**Research Object:** Enter the object of the research.

**Research Objectives:**

1. Formulate the first objective.
2. Formulate the second objective.
3. Formulate the third objective.

**Research Sample:** Describe the research sample.

**Characteristics and Selection Criteria of the Research Participants:** Describe the selection criteria of the research participants.

**Research Ethics:** Describe the ethical considerations of the research, referencing scientific methodological sources.

**Confidentiality in Research:** Describe the principles of confidentiality.

**Transcription of Research Data:** Describe how the data is transcribed.

**Methods Applied in the Research:** Describe the empirical research methods used.

**Research Organization:** Describe how and when the research was organized.

**Limitations of the Research:** identify and present limitations of the research.





## CONCLUSIONS

1. The conclusions presented in the work must address the research tasks that were set and correlate with the structure of the work (sections and subsections).
2. The conclusions must answer the research tasks and align with the structure of the work (sections and subsections).
3. The conclusions should be consistent with the research tasks and reflect the structure of the work (sections and subsections).
4. The conclusions must directly respond to the research tasks and maintain coherence with the structure of the work (sections and subsections).
5. The conclusions provided should answer the research tasks and be in harmony with the structure of the work (sections and subsections).
6. The conclusions should address the research tasks and be consistent with the overall structure of the work (sections and subsections).
7. The conclusions must be formulated to answer the research tasks and correspond with the structure of the work (sections and subsections).
8. The conclusions should align with the research tasks and the structural organization of the work (sections and subsections).

## **RECOMMENDATIONS**

The recommendations presented should be relevant to the stakeholders involved in the research. These recommendations must be directly related to the research, and no new insights that were not covered in the study should be introduced. The recommendations should be consistent, applicable in practice, realistic, and clearly addressed to a specific audience. It is recommended to provide 2-4 recommendations.

1. Text, text, text.
2. Text, text, text.
3. Text, text, text.

## LIST OF BIBLIOGRAPHIC SOURCES

It is recommended to use **scientific sources (not less than 80% of your thesis sources should be scientific ones)** that are not older than 5 -7 years and popular sources that are not older than 3 years. If older sources are used, it is necessary to justify why this choice was made. The sources are numbered in alphabetical order. Sources that are not cited in the text should not be included. The **Chicago 2 citation** style is used for both citations in the text and the list of bibliographic sources.

### Examples:

1. Atrask, Pažink, Išsaugok. n.d. "Trakų salos pilis." Exploretrakaivilnius.lt. Accessed September 15, 2022. <https://explorettrakaivilnius.lt/lt/pilys-ir-piliavietes/traku-salos-pilis>.
2. Aukštaitijos internetinė naujienų agentūra. 2021. "Atraskite pramoninį turizmą Panevėžyje!" Aina.lt, January 18, 2021. Accessed June 6, 2022. <https://aina.lt/at-raskite-pramonini-turizma-panevezyje/>.
3. Birštono savivaldybė. 2020. "Birštono TIC: turizmo klausimais Birštone kreipkitės į mus, virtualūs maršrutai." Birštonas.lt, March 24, 2020. Accessed March 27, 2022. <https://birštonas.lt/2020/03/24/birštono-tic-turizmo-klausimais-birštone-kreipkites-i-mus-virtualus-marsrutai/>.
4. Bučas, Jurgis. 2015. *Trakų istorinis nacionalinis parkas*. Savastis.
5. Bučas, Jurgis. 2011. "Trakų miesto kraštovaizdžio hedoniminiai išteklių." *Kultūros paminklai*, 12-13.
6. Dirsytė, Aneta. 2010. "Vartotojų segmentavimo sprendimai Lietuvos sportiniame turizme." Master's thesis, Vilnius University.

## APPENDIX 1. GENERAL REQUIREMENTS FOR THE BACHELOR'S THESIS

The final thesis at Kazimieras Simonavičius University's School of Business Innovation and Communication (hereinafter referred to as the Bachelor's Thesis) is a qualifying work in which the student must demonstrate that they have acquired the full range of knowledge and skills provided by the study programme. Based on this thesis, the Bachelor's Thesis Defense Committee evaluates the student's competencies, professional readiness, and awards the bachelor's degree. The Bachelor's Thesis should be an independent research work, showing the student's comprehensive knowledge, ability to understand and apply theoretical knowledge, scientifically identify and analyze problems, use advanced research methods, propose creative and innovative solutions, formulate research objectives, select, analyze, and summarize relevant information to solve the problem, conduct empirical research, formulate solutions to the problem in changing contexts, and provide conclusions and recommendations.

At the School of Business Innovation and Communication, bachelor programmes are conducted in the field of social sciences, specifically in management and business fields. The topics of bachelor's theses must be clearly assigned to the relevant field of the study programme; the theses should address contemporary and relevant issues in that field. The Bachelor's Thesis is an analytical scientific work that should combine theoretical problem analysis, methodological justification, and empirical research, using both quantitative and qualitative research methods. The thesis should reveal the degree of investigation of the problem, formulate research objectives and tasks, present and interpret research results, draw conclusions, and list the literature and other sources used. The Bachelor's Thesis must be an **independent scientific work and cannot be purely descriptive**.

The Bachelor's Thesis must meet the requirements set in the relevant study programmes and the programme regulations, as well as the requirements specified in the course description of the bachelor's thesis and the guidelines in this methodology. The author of the Bachelor's Thesis must possess and understand the theoretical and specialized knowledge of the relevant field of study, be aware of the general contexts, know how to apply research methods, and be able to formulate, plan, and implement research. The Bachelor's Thesis must be an independent work by the student, free of uncited texts or facts without source references. The thesis should clearly reflect the author's contribution, competencies, and creativity—original thoughts, ideas, problem formulation, justification and complexity of solutions, formulation and description of research, interpretation of research results, conclusions, and recommendations.

Dishonesty, plagiarism, deliberate distortion of theoretical material, direct copying of other authors' works are not allowed. The author of the thesis is responsible for the decisions made in the bachelor's thesis, the independence of the work, the data and other materials presented, the accuracy of the research, and the conclusions.

Students choose their Bachelor's Thesis topics from the list provided by the School of Business Innovation and Communication based on the Kazimieras Simonavičius University's guidelines for organizing the defense of bachelor's theses. The selected topic of the bachelor's thesis may be changed with the approval of the thesis supervisor and the Head of the School. Students may propose their own bachelor's thesis topics, which must be relevant, correspond to the study programme's field, be agreed upon with the thesis supervisor, and approved by the Head of the School of Business Innovation and Communication.

The task of the bachelor's thesis supervisor (consultant) is to help the student find rational options for applying theories and solving practical problems. Therefore, the supervisors (consultants) **do not provide ready-made solutions** but consult on issues related to the preparation of the thesis and assist in systematizing the material:

- Formulate the topic together with the student, which specifically reflects the problem being addressed;
- Help the student prepare the thesis plan;
- Consult on the relevance and appropriateness of the sources used;
- Discuss the progress of the thesis;
- Provide the student with suggestions on the consistency, logic, research methods, and the validity of the arguments in the topic exposition.

The student must regularly consult with their thesis supervisor, continuously inform them about the progress and results of the work as agreed, submit the prepared parts of the thesis for evaluation and feedback on time, and consider the supervisor's comments and suggestions.

**The Bachelor's Thesis is considered acceptable if:**

- The thesis meets the formal requirements (it contains all components, references, and cited sources are indicated according to methodological requirements, tables and figures are named and numbered, the text is free of spelling errors, and proper state language is used);
- The research objectives and tasks are clearly formulated and correspond to the selected problem;
- The content of the thesis corresponds to the selected problem and addresses the objectives and tasks set in the introduction;
- The thesis contains conclusions and recommendations that clearly show that the objectives and tasks have been achieved.

The thesis is considered unacceptable **if it only describes textbook** truths without analysis and evaluation. Dishonesty, plagiarism, and deliberate distortion of theoretical material are not allowed. Such theses are not allowed for defense or, if discovered during the defense, are not evaluated positively.

**The Bachelor's Thesis should be 40-60 pages long (excluding appendixes)**

**Font:** Times New Roman 12 pt font, 1.5 line spacing starting from the introduction and ending with conclusions and recommendations.

The titles of illustrations, text in illustrations, and captions under them should be **in Times New Roman 10 pt font, with 1 pt line spacing.**

## **APPENDIX 2. GENERAL REQUIREMENTS FOR THE MASTER'S THESIS**

The second-cycle (master's) study programmes are designed to prepare students for independent research or other work requiring scientific knowledge and analytical skills. The master's thesis at Kazimieras Simonavičius University's School of Business Innovation and Communication (hereinafter referred to as the master's thesis or final thesis) is a qualifying work in which the student must demonstrate that they have acquired the full range of knowledge and skills provided by the study program. Based on this thesis, the Master's Thesis Defense Committee evaluates the student's competencies, scientific and professional preparedness, and awards the master's degree. The master's thesis must be an independent scientific and/or applied research work, demonstrating the student's comprehensive knowledge and level, ability to understand and apply theoretical knowledge, scientifically identify and analyze the chosen problem, demonstrate the ability to recognize and interpret the current issues in the research field, use advanced scientific research methods, evaluate previously conducted works in the respective scientific field, engage in independent learning, propose original, creative, and innovative solutions, formulate research objectives, select, analyze, and summarize relevant information for solving the problem, conduct empirical research, formulate the problem and its solutions in changing contexts, and form conclusions and provide recommendations.

The topics of the master's theses must be clearly assigned to the study program's field; the theses should address contemporary and relevant issues in the field of study. The master's thesis is a scientific research work that should combine theoretical problem analysis, methodological justification, and empirical research, using either quantitative or qualitative research methods (or a combination of both). The thesis should reveal the degree of investigation of the topic, formulate research objectives and tasks, present and interpret research results, draw conclusions, and list bibliographic sources. The master's thesis must be an independent scientific work and cannot be purely descriptive.

The master's thesis must meet the requirements set in the relevant study program and the program regulations, as well as the requirements specified in the course description of the master's thesis and the guidelines in this methodology. The author of the master's thesis must possess and understand the theoretical and specialized knowledge of the relevant field of study, be aware of the general contexts, know how to apply research methods, and be able to formulate, plan, and implement research. The master's thesis must be an independent work by the student, free of uncited texts or facts without source references. The thesis should clearly reflect the author's contribution, competencies, and creativity—original thoughts, ideas, problem formulation, justification and complexity of solutions, formulation and description of research, interpretation of research results, summarization, conclusions, and formulated recommendations.

**The master's thesis and its defense should demonstrate in a summarized form:**

- The overall level of the student's theoretical knowledge, i.e., academic erudition;
- The ability to delve into the chosen topic from a theoretical perspective, i.e., theoretical preparation;
- The ability to choose appropriate data collection methods for the topic and gather the required quantity and quality of information, i.e., methodological preparation;
- The ability to properly analyze the collected material and propose solutions to the chosen problem, integrating theoretical models and practical information.

The author is responsible for the decisions made in the master's thesis, the independence of the work, the data and other materials presented, the accuracy of the research, and the conclusions.

Students choose their master's thesis topics from the list provided by the School of Business Innovation and Communication based on Kazimieras Simonavičius University's guidelines for organizing the defense of final examinations and master's theses. The selected topic of the master's thesis may be changed with the approval of the thesis supervisor and the head of the School of Business Innovation and Communication. Students may propose their own master's thesis topics, which must be relevant, correspond to the study program's field and theme, be agreed upon with the thesis supervisor, and approved by the head of the School of Business Innovation and Communication.

The task of the master's thesis supervisor is to help the student find rational options for applying theories and solving practical problems. The supervisor does not provide ready-made solutions

but consults on issues related to the preparation of the thesis and assists in systematizing the material:

- Formulates the topic together with the student, specifically reflecting the problem being addressed;
- Helps the student prepare the thesis plan;
- Consults on the relevance and appropriateness of the sources used;
- Discusses the progress of the thesis;
- Provides the student with suggestions on the consistency, logic, research methods, and the validity of the arguments in the topic exposition;
- Consults the student on methodological, data collection, and data analysis issues.

The student must regularly consult with their thesis supervisor, continuously inform them about the progress and results of the work as agreed, submit the prepared parts of the thesis for evaluation and feedback on time, and consider the supervisor's comments and suggestions. The supervisor decides whether the master's thesis is ready for defense—without their approval (signature/endorsement on the title page of the final thesis), further actions related to the defense are not possible.

**The master's thesis is considered acceptable if:**

- The thesis meets the formal requirements (it contains all components, references, and cited sources are indicated according to methodological requirements, illustrations—tables and figures—are named and numbered, the text is free of spelling errors, and proper language is used);
- The research objectives and tasks are clearly formulated and correspond to the selected problem;
- The introduction contains all the necessary structural components;
- The content of the thesis corresponds to the selected problem and addresses the objectives and tasks set in the introduction;

- The thesis contains all the necessary main structural components: Title pages, Table of Contents, Introduction, Theoretical Part, Methodological Part, Empirical Part, Conclusions, Recommendations, List of Bibliographic Sources, Appendices;
- The thesis contains conclusions and recommendations that clearly show that the objectives and tasks have been achieved.

The thesis is considered unacceptable if it only describes textbook truths without analysis and evaluation. Dishonesty, plagiarism, deliberate distortion of theoretical material, direct copying of other authors' works, or copying is not allowed. Such theses are not allowed for defense, or if discovered during the defense, they are not evaluated positively. A thesis is also considered unacceptable for defense if it shows signs of compilation.

**The master's thesis should be 50–70 pages long, 100,000–120,000 characters (excluding appendices).** Font: Times New Roman 12 pt, 1.5 line spacing, starting from the introduction and ending with conclusions and recommendations. The titles of illustrations, text in illustrations, and captions under them should be in Times New Roman 10 pt font, with 1 pt line spacing.

### **APPENDIX 3. PROCEDURE FOR PREPARATION AND DEFENSE OF BACHELOR'S AND MASTER'S THESES**

The preparation of bachelor's and master's theses takes two semesters. If the preparation of the master's thesis lasts one semester, all the following parts are prepared more intensively within that one semester. If the thesis is prepared over two semesters, in the first semester, students select their thesis topics and supervisors, refine the chosen topic, conduct preliminary literature analysis, and develop an extended thesis plan. During the second semester, two progress checks for the final thesis preparation are organized according to the requirements of the School of Business Innovation and Communication for interim evaluations of final theses.

#### **First Interim Evaluation:**

The first interim evaluation takes place during the first semester. During this evaluation, the following must be presented to the Commission both in writing and orally:

1. Final thesis topic.
2. Extended thesis plan.
3. Thesis introduction, including:
  - Aim of the Work;
  - Objectives of the Work;
  - Object of the Work;
  - Problem of the Work;
  - Methods applied in the thesis;
  - Structure of the thesis;
  - Relevance of the topic;
  - Novelty of the Work;
  - Keywords.
4. Review of literature sources / theoretical part:
  - Analysis of the problem and degree of investigation;
  - Analysis and discussion of theories and concepts;
  - Analysis and justification of the theory on which the empirical research of the thesis is based.

#### **Second Interim Evaluation:**

During the second semester, the following must be presented for the first interim evaluation:

- Completed theoretical part of the thesis;
- Drafts of the empirical research to be conducted in the thesis, answering the following questions:
  - What research is being conducted?
  - What specific research methods are being used?
  - What is being researched (target group, indicators, etc.)?
  - Description of the research process.

### **Second Interim Evaluation:**

During the second interim evaluation, the Commission must be presented with a thesis that is 90% complete, including all main sections and a list of references used, with the thesis supervisor's signature. The thesis must be presented to the Commission both in writing and orally during the second interim evaluation.

During the second interim evaluation, the Commission may decide not to allow the student to defend the submitted thesis based on the Kazimieras Simonavičius University's regulations for organizing the defense of final theses.

At the time specified by the Study Department (no less than 10 days before the scheduled public defense date), students must submit their final theses to the Study Department—1 printed and bound copy—and upload the electronic version of the thesis to the KSU information system. The schedule for each stage with dates is published in the KSU information system (Moodle).

The defense of theses is organized according to the regulations of Kazimieras Simonavičius University for organizing the defense of final theses. The final thesis prepared for public defense must meet all the requirements and methodological guidelines set by the School of Business Innovation and Communication, be properly formatted, and signed by the supervisor. By signing the thesis, the supervisor indicates whether they permit the thesis to be defended.

In the defense presentation, the student must logically and convincingly answer the questions posed by the evaluation commission members, professionally defend their opinion, prepare and use illustrative material, clearly and coherently express their thoughts in correct language, and use specialized terminology. The presentation of the thesis should be brief (5-7 minutes) and

precise, covering the research problem, aim, objectives, hypothesis (if any), research conducted, selected research methods, research results, conclusions, and recommendations. It is recommended to use slides during the presentation, containing the main information and illustrative material. After the student finishes the presentation, the review is read, and the student must provide explanations for the questions and comments presented. During the defense, the student must answer the questions posed by the Final Theses Evaluation Commission. The defense of final theses is evaluated in a closed session of the Final Theses Evaluation Commission, after which the final grades are recorded in the Final Theses Defense Protocol, signed by the commission members present at the defense, and the results are announced to the students.

## **APPENDIX 4. STRUCTURE AND FORMATTING OF THE BACHELOR'S AND MASTER'S THESES**

The structure of the final thesis should include the following parts in the specified order:

- **Cover;**
- **Title Page;**
- **Certification of Independent Work;**
- **Summary in Lithuanian;**
- **Summary in English;**
- **Table of Contents;**
- **Introduction;**
- **Theoretical Analysis Part** (literature review) (specific section or chapter titles related to the topic) (can be I or II CHAPTERS)
- **Methodological Part** (section title reflecting modern approaches to solving the research topic, models, their organization, evaluation and effectiveness criteria, trends, and development directions);
- **Analytical Part** (empirical research) (specific title related to the research object);
- **Conclusions**
- **Recommendations;**
- **List of Bibliography;**
- **Appendixes.**

The number of content sections in the final thesis may vary depending on the nature of the work, but the balance between the theoretical and empirical parts must be maintained. thesis Thesis must include a list of tables, figures. All elements are mandatory.

The most important sections in the table of contents are numbered. All other elements are not numbered. The work can be detailed up to three levels (section, subsection, sub-subsection).

The title page is prepared according to the provided example.

**Introduction:** The introduction should reveal the novelty and relevance of the topic, the aim and objectives of the work, the object of the work, the methodology used, the rationale for the sequence of questions addressed, a brief outline of the structure of the work and the areas of application of the results, as well as the principles of source selection, citation and referencing, and the presentation of illustrative material and appendices. Additionally, the introduction should specify the information used for the study, such as documents, laws, regulations, literature, thesis, coursework materials, or lecture notes. The introduction should not exceed 2-3 pages.

**Theoretical Analysis Part:** This section should briefly present a literature review of the problem being studied and a concise chronological retrospective of the problem's development. This may include monographs, articles, scientific research works published in print or online. It is important to reveal and systematize the opinions of various authors from around the world, select the theories and concepts that will be used to seek answers to the research question, and express and justify your opinion on the problem. Additionally, a review of information sources is necessary to justify the research methodology. The information sources review should not explain concepts or elaborate on theories that are part of the basics of the study program and were covered during lectures.

**Methodological (Research) Part:** This part reviews the methods, techniques, and technologies used to develop the problem on a practical level. It analyzes the latest application experiences, modern models, methods, and organizational approaches, compares different alternatives, effectiveness, and development trends. This section also presents the logic of applying research methods, i.e., which methods will be used to analyze or research the problem; justifies the choice of methods; selects or forms models that will be used for research in the analytical part.

**Analytical (Empirical) Part:** The analytical part should present the justification for the applied research methods (statistical, sociological, etc.) and the research instruments (specific indicators, questionnaires, etc.), and discuss the research process and related issues. If the methodological part is extensive, it, along with examples of the instruments (questionnaires, tests, etc.), can be provided in the appendix. After justifying the research methodology, the empirical analysis of the problem and its results are presented in this section. If necessary, various economic calculations are performed. This is the largest part of the work, and the content of the conclusions and recommendations depends on the validity of the conclusions formulated at the end.

**Conclusions; Recommendations** (on separate pages): Here, the main conclusions and suggestions based on the research or analysis conducted are provided, including recommendations on how to solve the existing problem and indicate areas for implementing new ideas. No new information should be introduced in the conclusions; well-established scientific truths and axioms should not be presented either. This section should not include tables or graphical material. The conclusions and suggestions should be 1-3 pages long.

The final thesis must include both conclusions and recommendations, which are interrelated and clearly show that the aim and objectives of the work have been achieved.

**Formatting of the Thesis:** The text is typed on white paper using Times New Roman 12 pt font with 1.5 line spacing. Margins should be left on the page as follows: 20 mm on the left, 20 mm on the right, 20 mm at the top, and 20 mm at the bottom. The first line of each paragraph should be indented by 12–15 mm from the left margin. The text can be bolded or colored for emphasis.

Page numbers are assigned starting from the introduction. The page number is centered above the text, written in Arabic numerals without a period or hyphen. The numbering of pages, including appendices, should be continuous. Figures and tables in the appendices are numbered sequentially and are not included in the lists of figures and tables. The thesis must be neatly bound with a hard cover or in a special binder so that the title page is visible.

**Text Division:** The text is divided into sections and, if necessary, into subsections and sub-subsections. Sections, especially the analytical section, are divided into smaller subsections. However, they should not be too small—sections should consist of no more than 3–5 subsections, which can be further divided into 2–3 smaller sub-subsections if necessary. The smallest structural unit should be no less than 1.5 pages.

Section and subsection titles should flow logically from one another and form a cohesive whole, indicating that all subsections address the same topic from different aspects. It is important that the content of any structural unit (section, subsection) truly corresponds to its title.

Text parts are numbered using Arabic numerals. Subsections are numbered only within the section, so the subsection's sequence number consists of the section number and the subsection number within that section, separated by periods, e.g., 2.1.; 2.2.

If the text is further divided into sub-subsections, they are numbered in the same way: the first digit indicates the section, the second digit indicates the subsection, and the third digit indicates the sub-subsection, e.g., 2.1.1., 2.1.2. There should be no subsections or sub-subsections if only one can be identified. The introduction, conclusions, references, and appendices are presented as separate sections but are not numbered.

Section titles are written in uppercase letters and centered on the page, while subsection and sub-subsection titles are written in lowercase letters, except for the first letter, and are started as the first line of a paragraph. Each section should begin on a new page, while subsections and sub-subsections continue on the same page. Words in the title should not be hyphenated, and no period is placed after the title.

The section title is written one line below the start of the page's text margin, while subsection and sub-subsection titles are separated from the preceding and following text by a one-line space. If a subsection title follows a section title, a one-line space is also left between them. The title should not be written on one page while the text starts on the next.

If a section is divided into subsections or subsections into sub-subsections, no text should be placed between the section title and the subsection title or between the subsection title and the sub-subsection title.

**Language and Terminology:** The language should be concise, clear, and unambiguous. Publicistic language should be avoided, and scientific language should be used. If specific terms are used, they should be explained in the text or presented at the beginning of the work (before the introduction) under the title "Glossary of Terms."

If numbers with a unit of measurement are presented in the text, they should be written in digits (e.g., 700 Eur), and if there is no unit, they should be written in words (e.g., "The price increased twofold"). If several numerical values are presented consecutively, the unit is indicated only once after the last digit, e.g., 10, 60, 7 Eur.

**Formulas:** Formulas use specific letter designations and symbols. Their meanings must be explained. If there is more than one formula, they are numbered sequentially throughout the text, or the formula number is written based on the section number and the formula's sequence number in that section. The number is written in the same line as the formula, on the right side

of the page, in parentheses. When referencing the formula in the text, the number is indicated in parentheses, e.g., (2.1).

Symbols are explained after the formula in the order they appear in the formula. After the formula, a semicolon is used, and the word "here" (without a colon) is written on a new line, followed by all the symbols used in the formula, with their meanings explained after a dash. Each explanation ends with a semicolon. To distinguish formulas from the text, one blank line is left before and after them. Formulas can be written using the "**Insert Object Microsoft Equation 2.0**" feature, which allows selecting mathematical symbols and inserting them into the desired text location.

$$V = \frac{BNP}{M}$$

(2.1)

Čia V- pinigų apyvartos greitis;

BNP – nominalus bendrasis nacionalinis produktas;

M – pinigų masė.

**Appendixes:** A large portion of final theses may consist of various statistical, sociological, legal, or other information that explains the decisions made. Some informational material (tables, graphs, charts, etc.) is presented in the text, while other material (including questionnaires) is provided at the end of the work. Appendixes at the end of the work may include primary material tables containing many numbers and spanning more than one page, which have secondary importance but are examined in the text as illustrative material: diagrams, charts, graphs, tables, figures, or various brochures. The scope of the informational material is determined by the student, in consultation with the supervisor, based on the complexity and novelty of the problem. Appendixes are bound in the order they are mentioned in the work. If there is a large amount of informational material, it can be provided separately. If the appendixes are presented as a continuation of the same document, each should start on a new page. The word "APPENDIX" is written in uppercase letters in the upper right corner. If the appendix has a title, it is written in uppercase letters like a section title. If there is more than one appendix, they are numbered using Arabic numerals, e.g., APPENDIX 1, APPENDIX 2, etc. References to the appendixes are provided in the text, and all appendixes are listed in the table of contents

with their numbers and titles. If there are relatively many appendices, their list can be placed after the table of contents.

## **APPENDIX 5. FINAL THESIS EVALUATION SCALE AND CRITERIA**

GENERAL EVALUATION	
c Excellent (10)	Original, flawless content and form; demonstrates excellent knowledge, abilities, and creative skills; original results achieved; may be recommended for publication.
c Very good (9)	Original, flawless content and form; demonstrates good knowledge, abilities, and creative skills; high results achieved.
c Good (8)	Comprehensive analytical work with consistent content; high-quality theoretical analysis and research performed; demonstrates knowledge, abilities, and creativity.
c Average (7)	High-quality theoretical analysis and research performed; knowledge and abilities are sufficiently demonstrated.
c Satisfactory (6)	Descriptive work; demonstrates weak knowledge and abilities.
c Poor (5)	Essay-type content and form; demonstrates weak knowledge and abilities.
c Unsatisfactory (4-1)	Does not meet content and form requirements; includes compilative or plagiarism elements.

## APPENDIX 6. EXAMPLES OF THE CHICAGO 2 ACADEMIC CITATION STYLE

Source: [https://www.chicagomanualofstyle.org/tools\\_citationguide/citation-guide-2.html](https://www.chicagomanualofstyle.org/tools_citationguide/citation-guide-2.html)

**Error! Reference source not found.**

Chapter or other part of an edited book

Translated book

E-book

Journal article

News or magazine article

Book review

Interview

Thesis or dissertation

Website content

Social media content

Personal communication

### Book

*Reference list entries (in alphabetical order)*

Grazer, Brian, and Charles Fishman. 2015. *A Curious Mind: The Secret to a Bigger Life*. New York: Simon & Schuster.

Smith, Zadie. 2016. *Swing Time*. New York: Penguin Press.

*In-text citations*

(Grazer and Fishman 2015, 12)

(Smith 2016, 315–16)

For more examples, see 15.40–45 in *The Chicago Manual of Style*.

### Chapter or other part of an edited book

In the reference list, include the page range for the chapter or part. In the text, cite specific pages.

*Reference list entry*

Thoreau, Henry David. 2016. “Walking.” In *The Making of the American Essay*, edited by John D’Agata, 167–95. Minneapolis: Graywolf Press.

*In-text citation*

(Thoreau 2016, 177–78)

In some cases, you may want to cite the collection as a whole instead.

### Reference list entry

D'Agata, John, ed. 2016. *The Making of the American Essay*. Minneapolis: Graywolf Press.

### In-text citation

(D'Agata 2016, 177–78)

For more details, see 15.36 and 15.42 in *The Chicago Manual of Style*.

### Translated book

#### Reference list entry

Lahiri, Jhumpa. 2016. *In Other Words*. Translated by Ann Goldstein. New York: Alfred A. Knopf.

#### In-text citation

(Lahiri 2016, 146)

### E-book

For books consulted online, include a URL or the name of the database in the reference list entry. For other types of e-books, name the format. If no fixed page numbers are available, cite a section title or a chapter or other number in the text, if any (or simply omit).

#### Reference list entries (in alphabetical order)

Austen, Jane. 2007. *Pride and Prejudice*. New York: Penguin Classics. Kindle.

Borel, Brooke. 2016. *The Chicago Guide to Fact-Checking*. Chicago: University of Chicago Press. ProQuest Ebrary.

Kurland, Philip B., and Ralph Lerner, eds. 1987. *The Founders' Constitution*. Chicago: University of Chicago Press. <http://press-pubs.uchicago.edu/founders/>.

Melville, Herman. 1851. *Moby-Dick; or, The Whale*. New York: Harper & Brothers. <http://mel.hofstra.edu/moby-dick-the-whale-proofs.html>.

#### In-text citations

(Austen 2007, chap. 3)

(Borel 2016, 92)

(Kurland and Lerner 1987, chap. 10, doc. 19)

(Melville 1851, 627)

### Journal article

In the reference list, include the page range for the whole article. In the text, cite specific page numbers. For articles consulted online, include a URL or the name of the database in the reference list entry. Many journal articles list a DOI (Digital Object Identifier). A DOI forms a permanent URL that begins <https://doi.org/>. This URL is preferable to the URL that appears in your browser's address bar.

### Reference list entries (in alphabetical order)

Keng, Shao-Hsun, Chun-Hung Lin, and Peter F. Orazem. 2017. "Expanding College Access in Taiwan, 1978–2014: Effects on Graduate Quality and Income Inequality." *Journal of Human Capital* 11, no. 1 (Spring): 1–34. <https://doi.org/10.1086/690235>.

LaSalle, Peter. 2017. "Conundrum: A Story about Reading." *New England Review* 38 (1): 95–109. Project MUSE.

Satterfield, Susan. 2016. "Livy and the *Pax Deum*." *Classical Philology* 111, no. 2 (April): 165–76.

### In-text citations

(Keng, Lin, and Orazem 2017, 9–10)

(LaSalle 2017, 95)

(Satterfield 2016, 170)

Journal articles often list many authors, especially in the sciences. If there are four or more authors, list up to ten in the reference list; in the text, list only the first, followed by *et al.* ("and others"). For more than ten authors (not shown here), list the first seven in the reference list, followed by *et al.*

### Reference list entry

Bay, Rachael A., Noah Rose, Rowan Barrett, Louis Bernatchez, Cameron K. Ghalambor, Jesse R. Lasky, Rachel B. Brem, Stephen R. Palumbi, and Peter Ralph. 2017. "Predicting Responses to Contemporary Environmental Change Using Evolutionary Response Architectures." *American Naturalist* 189, no. 5 (May): 463–73. <https://doi.org/10.1086/691233>.

### In-text citation

(Bay et al. 2017, 465)

For more examples, see 15.46–49 in *The Chicago Manual of Style*.

### News or magazine article

Articles from newspapers or news sites, magazines, blogs, and the like are cited similarly. In the reference list, it can be helpful to repeat the year with sources that are cited also by month and day. Page numbers, if any, can be cited in the text but are omitted from a reference list entry. If you consulted the article online, include a URL or the name of the database.

### Reference list entries (in alphabetical order)

Manjoo, Farhad. 2017. "Snap Makes a Bet on the Cultural Supremacy of the Camera." *New York Times*, March 8, 2017. <https://www.nytimes.com/2017/03/08/technology/snap-makes-a-bet-on-the-cultural-supremacy-of-the-camera.html>.

Mead, Rebecca. 2017. "The Prophet of Dystopia." *New Yorker*, April 17, 2017.

Pai, Tanya. 2017. "The Squishy, Sugary History of Peeps." *Vox*, April 11, 2017. <http://www.vox.com/culture/2017/4/11/15209084/peeps-easter>.

Pegoraro, Rob. 2007. "Apple's iPhone Is Sleek, Smart and Simple." *Washington Post*, July 5, 2007. LexisNexis Academic.

*In-text citation*

(Manjoo 2017)

(Mead 2017, 43)

(Pai 2017)

(Pegoraro 2007)

Readers' comments are cited in the text but omitted from a reference list.

*In-text citation*

(Eduardo B [Los Angeles], March 9, 2017, comment on Manjoo 2017)

For more examples, see 15.49 (newspapers and magazines) and 15.51 (blogs) in *The Chicago Manual of Style*.

**Book review**

*Reference list entry*

Kakutani, Michiko. 2016. "Friendship Takes a Path That Diverges." Review of *Swing Time*, by Zadie Smith. *New York Times*, November 7, 2016.

*In-text citation*

(Kakutani 2016)

**Interview**

*Reference list entry*

Stamper, Kory. 2017. "From 'F-Bomb' to 'Photobomb,' How the Dictionary Keeps Up with English." Interview by Terry Gross. *Fresh Air*, NPR, April 19, 2017. Audio, 35:25. <http://www.npr.org/2017/04/19/524618639/from-f-bomb-to-photobomb-how-the-dictionary-keeps-up-with-english>.

*In-text citation*

(Stamper 2017)

**Thesis or dissertation**

*Reference list entry*

Rutz, Cynthia Lillian. 2013. "*King Lear* and Its Folktale Analogues." PhD diss., University of Chicago.

*In-text citation*

(Rutz 2013, 99–100)

**Website content**

It is often sufficient simply to describe web pages and other website content in the text (“As of May 1, 2017, Yale’s home page listed . . .”). If a more formal citation is needed, it may be styled like the examples below. For a source that does not list a date of publication or revision, use *n.d.* (for “no date”) in place of the year and include an access date.

*Reference list entries (in alphabetical order)*

Bouman, Katie. 2016. “How to Take a Picture of a Black Hole.” Filmed November 2016 at TEDxBeaconStreet, Brookline, MA. Video, 12:51.

[https://www.ted.com/talks/katie\\_bouman\\_what\\_does\\_a\\_black\\_hole\\_look\\_like](https://www.ted.com/talks/katie_bouman_what_does_a_black_hole_look_like).

Google. 2017. “Privacy Policy.” Privacy & Terms. Last modified April 17, 2017.

<https://www.google.com/policies/privacy/>.

Yale University. n.d. “About Yale: Yale Facts.” Accessed May 1, 2017.

<https://www.yale.edu/about-yale/yale-facts>.

*In-text citations*

(Bouman 2016)

(Google 2017)

(Yale University, n.d.)

For more examples, see 15.50–52 in *The Chicago Manual of Style*. For multimedia, including live performances, see 15.57.

**Social media content**

Citations of content shared through social media can usually be limited to the text (as in the first example below). If a more formal citation is needed, a reference list entry may be appropriate. In place of a title, quote up to the first 160 characters of the post. Comments are cited in reference to the original post.

*Text*

Conan O’Brien’s tweet was characteristically deadpan: “In honor of Earth Day, I’m recycling my tweets” (@ConanOBrien, April 22, 2015).

*Reference list entries (in alphabetical order)*

Chicago Manual of Style. 2015. “Is the world ready for singular they? We thought so back in 1993.” Facebook, April 17, 2015.

<https://www.facebook.com/ChicagoManual/posts/10152906193679151>.

Souza, Pete (@petesouza). 2016. “President Obama bids farewell to President Xi of China at the conclusion of the Nuclear Security Summit.” Instagram photo, April 1, 2016.

<https://www.instagram.com/p/BDrmfXTtNCt/>.

*In-text citations*

(Chicago Manual of Style 2015)

(Souza 2016)

(Michele Truty, April 17, 2015, 1:09 p.m., comment on Chicago Manual of Style 2015)

### Personal communication

Personal communications, including email and text messages and direct messages sent through social media, are usually cited in the text only; they are rarely included in a reference list.

### *In-text citation*

(Sam Gomez, Facebook message to author, August 1, 2017)

## APPENDIX 7. AUTOMATIC TABLE OF CONTENTS IN WORD

### [Automatic Table of Contents Insert - Video](#)

**Windows**   macOS   Web

# Microsoft Word

## Insert a Table of Contents

