

# Structure of Business Case Study

## Starting pages

Title page → Summary in Lithuanian → Summary in English → List of contents → List of abbreviations

## Introduction

Relevance of the Topic → Research Problem → Research Object → The aim → Objectives → Research Methods → Structure, Limitations, AI usage

## 1.Theoretical part. Problem analysis through theory analysis

...market research → ...variety of business models → ...elements of business models → ...features of prototype creation → Theoretical model creation

## 2.Methodological part. RESEARCH METHODOLOGY

Research methods of choice, justification → Research logic scheme/model compilation, detailed → Research reliability, ethics

## 3. Analytical part. RESEARCH RESULTS

Analysis of the most important research results, calculations → Interpretation of research results → Methods of solving the research problem

## CONCLUSIONS AND RECOMMENDATIONS

Conclusions have to answer objectives from introduction → Specific recommendations, based on the results of the research, possible to implement

## LIST OF LITERATURE AND SOURCES

Literature sources - no less, than 40 sources. Include only those sources that have been quoted or mentioned in the text. Academic sources should be not older than 5 years (25 % of all sources can be older, if it is still relevant)

## APPENDICES

The appendices contain large-scale (longer than 1 page) tables, detailed calculations, questionnaires (surveys) used in the study, transcribed texts, processing schemes of the 11 results and etc.