

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
STATE EDUCATIONAL INSTITUTION
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"
Chair of Innovative Management

Xia Haosheng

**FORMATION OF THE INVESTMENT STRATEGY OF THE INVESTOR
IN THE STOCK MARKET**

Master`s thesis
specialty 1-26 80 04 "Management"
(profile "Financial Management")

Supervisor:
Tatiana Khomenko

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Head of Chair
of Innovative Management
Ph.D., Associate professor
_____ Alena A. Poddubskaya

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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis: 67p., picture: 32, tables: 12, sources: 12, app: 10.

INSTITUTIONAL INVESTORS, INDIVIDUAL INVESTORS, INVESTMENT MANAGEMENT STRATEGIES, FEASIBILITY RECOMMENDATIONS, PROTECTION OF INCOME, PROFIT CREATION, STOCK MARKET.

The aim of the study is to develop methods for forming an investment strategy in the stock market, allowing the investor to obtain high returns, with minimal riskiness of investments.

In order to achieve the above stated goal, the following **objectives** have been developed:

First of all, the types of investors are divided, and institutional investors and individual investors are distinguished;

Second, analyze the market weights of institutional investors and individual investors in different countries, and compare different investment strategies from different angles;

Finally, it is mainly aimed at individual investors to establish possible and feasible investment management strategies.

Object of the research: is the investments of individual and Chinese and American institutional investors in stock instruments on the securities market.

Subject of the research: is a set of economic relations manifested in the process of forming a strategy for investing financial resources in stock instruments that provide investors with an optimal combination of profitability and risk.

Research methods: comparative analysis, groupings, expert assessments, graphic method, linear-functional models.

Realm of the possible practical application: Since the analysis environment is mainly the Chinese stock market, the possible application areas are also in China. It may help China's institutional investors and individual investors to establish investment management strategies.

The author of the paper confirms that the computational and analytical material provided in the thesis reflects the state of the process under investigation correctly and objectively, and all theoretical, methodological and methodical provisions and concepts are referenced to their authors.