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STATE EDUCATIONAL INSTITUTION
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

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**CURRENT SITUATION AND MOST RELEVANT TRENDS
OF INTERNET FINANCE IN THE CHINA MARKET**

Master's thesis

specialty 1-26 80 04 "Management"
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GENERAL CHATACTERISTICS OF THE WORK

Master's thesis on the topic: CURRENT SITUATION AND MOST RELEVANT TRENDS OF INTERNET FINANCE IN THE CHINA MARKET: 60 Pages, 4 figures, 6 tables, 1 appendix

Keywords: INTERNET FINANCE, FINNCIAL INDUSTRY, TAM, CHINA

The object of the research: Internet finance takes advantage of the digital era, largely propelled by the convergence of multiple advances in technology. Nowadays, China's Internet companies and citizens are now world leaders in developing and using the internet and related information technologies for financial transactions. Internet finance transforms China's financial landscape. This work aims to produce a survey of internet finance in China by collecting and reviewing contemporary achievements, to understand the status quo and characteristic of China's internet finance sector

The subject of the research: Through secondary and primary research, this study will understand the essential of internet finance, describes the landscape of Chinese internet finance market, and the relevant risks and opportunities that are conducted by the internet finance. In addition, this study will have a systematically description of people's acceptance and using intention toward internet finance in China through questionnaire research that survey 200 respondents.

The main goals of the research: This study can give a value insight into notions of innovation, revealing the key risks and recommending policies made regarding internet finance in China, discusses policy implications for China's internet finance industry, focusing on the changing role of the state in fostering the growth of financial industry in China, and give insight that how financial institutions take the opportunities of internet finance market in China. Meanwhile, this study will contribute to theory development on internet finance by presenting a valuable analytical framework for exploring the internet finance, and its application in the Chinese environment.