

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
STATE EDUCATIONAL INSTITUTION  
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

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**TENCENT'S PROFIT MODEL RESEARCH AND FINANCIAL ANALYSIS**

Master's thesis

specialty 1-26 80 04 "Management"  
(profile "Financial Management")

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Admitted to Master's thesis defense on  
" \_\_\_\_ " \_\_\_\_\_ 2021  
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## **GENERAL CHARACTERISTICS OF THE WORK**

Master's thesis on the topic: TENCENT'S PROFIT MODEL RESEARCH AND FINANCIAL ANALYSIS: 69 pages, 18 figures, 15 tables.

Keywords: TENCENT, PROFIT MODEL, FINANCIAL ANALYSIS, INTERNET, E-COMMERCE

The object of the research: Tencent Computer System Co., Ltd. (hereinafter referred to as Tencent)

The subject of the research: Tencent's profit model

The main goal of the research: First, by analyzing the transformation of Tencent's profit model in each stage, it accurately locates the company's profit source, and on this basis, it does not improve the existing profit model and improve the company's financial performance; Secondly, by taking Tencent as an example, it can help other domestic Internet companies to provide some reference.