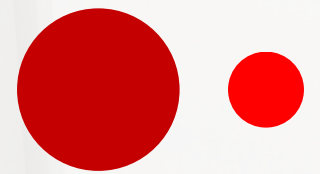


INTERNATIONAL STUDENT MARKET RESEARCH PROJECT

EFFECT OF PRICE INFLATION AND CRISIS ON CONSUMER BEHAVIOR

SPRING 2024



DAAD Ukraine and Duale Hochschule Baden-Württemberg Stuttgart

We are pleased to invite students of V.N. Karazin Kharkiv National University, Simon Kuznets National University of Economics, Odessa National Economic University to take part in the two-month student project "International Student Market Research Project: Effect of Price Inflation and Crisis on Consumer Behavior", which will take place online from 26 March to 21 May 2024.

✓ Organisers: DAAD Ukraine (The National Academic Contact Point Ukraine) and Duale Hochschule Baden-Württemberg Stuttgart (Germany).

During the seminar, participants will be able to exchange ideas, communicate and work together on projects with representatives of the international student community, expand their network and professional contacts, learn how to develop questionnaires and conduct empirical research.

Based on the results of the project, all participants will receive personalised certificates from the German university, signed by the project leader

Requirements for candidates:

- ✔ Study at V.N. Karazin Kharkiv National University, Simon Kuznets National University of Economics, Odessa National Economic University in 2023/2024;
- English language proficiency that allows you to actively participate in classes (at least B2);
- high level of academic performance;
- ✔ interest in empirical research.

List of required documents:

- ⊙ scan of an internationally recognised document with correct transliteration into English (passport or other document);
- ⊙ transcript of grades confirming the average score for the previous academic year;
- ⊙ certificate confirming English language proficiency at least at B2 level.

🔗 To participate in the competition, you must register:



📌 The registration deadline is 15 March 2024.

Learning outcomes:

The project includes 5 academic credits.

As a result of participating in the project, students will:

- get acquainted with the essence, principles and rules of empirical research;
- learn how to create questionnaires in Question Pro and conduct their own survey on topics of importance to Ukraine;
- learn how to analyse data and perform data analysis using Jamovi;
- present the results of their own data analysis together with fellow students from different Ukrainian universities and present them to German professors.

Based on the results of the project, each student will receive a personalised international certificate signed by a German professor from DHBW Stuttgart.

Titles and dates of lectures:

1. Project Kick-off & Training Empirical research
26.03.2024 14:00-17:15
2. Training survey design & implementation in
QuestionPro
02.04.2024 14:00-17:15
3. Survey finalization & Start data collection
09.04.2024 14:00-17:15
4. Training data analysis with Jamovi
14.05.2024 14:00-17:15
5. Student's presentation of results & Project Closing
21.05.2024 14:00-17:15

We invite you to participate!