



Kazimieras Simonavicius  
University

**LORETA TAUGINIENĖ**

KAZIMIERAS SIMONAVICIUS UNIVERSITY,  
LITHUANIA

**loreta.tauginiene@ksu.lt**

Likewise **digital entrepreneurs** (Kraus et al., 2019), providers of contract cheating services mostly deliver their business online (digital platforms, websites), customise their on-demand services to the needs of potential clients (namely students) and use certain marketing approaches (e.g. Bretag, 2017; Dickerson, 2007; Lancaster & Clarke, 2017; Wallace & Newton, 2014).

Providers of contract cheating services harness university-like symbols, customised language, promises of high quality, plagiarism-free assignments, and other features to allure students (Umbrasaitė & Liekė, 2023). They also conclude agreements for bespoke services.

## LEGITIMACY

Contract cheating  
services are illegal,  
e.g. Lithuania

Contract cheating  
services are unethical  
(Tauginienė &  
Jurkevičius, 2017)

**Providers of contract cheating services  
mimic digital entrepreneurs but in a  
predatory way.**

**During the pandemic COVID-19 the sector of contract cheating services have continued to grow (Hill et al., 2021), and such services were more widespread in the disciplines of Business and Computing (Lancaster, 2020).**

**Given an exponential growth in the use of generative artificial intelligence in higher education, companies of contract cheating services continue their predatory journey.**



**CEEMAN**

# Contract Cheating Companies as Predatory Digital Entrepreneurs: Notes for the Future

**Contract cheating services refer to a  
“type of consultancy service when a  
company or an individual provides  
bespoke work to a person to  
present as their own work”  
(Tauginienė et al., 2018, p. 15)**

## COMPANIES OF CONTRACT CHEATING SERVICES

- “provide legitimate consultancy or research services, presumably some or many of them indeed assist students with their assignments under allegedly consultancy or research services” (Tauginienė & Jurkevičius, 2017, p. 3-4)
- offer tutor and study help (Harrison et al., 2021)
- offer web-based crowdsourcing (Dixon & George, 2021)