

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in International Business
Student:	Rebikova Natalia
Title of thesis:	The Cross-Cultural Effects of Questionnaire Formulation on the Results of Marketing Research

<p>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis. Justification of the topic choice; accuracy in defining the aim and tasks of the thesis; originality of the topic and the extent to which it was covered; alignment of the thesis' topic, aim and objectives.</p>
<p>The research topic reflects the objectives of the thesis – to analyse the effects of questionnaire formulation on the results of cross-cultural marketing research. The work aims at filling the research gap of proposing a working model for questionnaire formulation. To reach this goal significant amounts of existing theoretical literature were analysed and a qualitative study was carried out. The proposed model and recommendations are beneficial to both theory and practice of marketing research.</p>
<p>Structure and logic of the text flow. Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.</p>
<p>The work is well structured and follows the logic of the research objectives. The theoretical and empirical parts are well aligned, while the empirical parts aim at filling the research gaps identified in the theoretical parts, in which currently existing theories of questionnaire formulation are analysed and presented.</p>
<p>Quality of analytical approach and quality of offered solution to the research objectives. Adequacy of objectives coverage; ability to formulate and convey the research problem; ability to offer options for its solution; application of the latest trends in relevant research are for the set objectives.</p>
<p>The research method chosen for the empirical part is the qualitative research, which is required by the nature of the research problem. The research problems are clearly formulated and an innovative solution is proposed for the identified problems. The research objectives are well covered and the material is presented in a clear and well-structured way. The proposed solutions are the result of the analysis of both theoretical and empirical material and can be used in both theory and practice of marketing research.</p>
<p>Quality of data gathering and description. Quality of selecting research tools and methods; data validity adequacy; adequacy of used data for chosen research tools and methods; completeness and relevance of the list of references.</p>
<p>The empirical study was implemented in the form of a qualitative study of high-ranking marketing researchers from 24 countries (5 continents). The high quality of the collected data is proved by the participants of the research and by their experience in marketing research, therefore making the collected data sufficient and adequate for drawing meaningful conclusions and meeting the research objectives. The choice of the qualitative research method is justified by the nature of the researched problem. The high quality of the results is also supported by the fact that the author has previous experience in collection and interpretation of qualitative data.</p>
<p>Scientific aspect of the thesis. Independent scientific thinking in solving the set problem/objectives; the extent to which the student contributed to selecting and justifying the research model (conceptual and/or quantitative), developing methodology/approach to set objectives.</p>
<p>The research is supported by a very strong base in terms of analysed literature and theories of marketing research. By combining both existing theories and the expertise collected from marketing research specialists from different countries, the author creates a new model for questionnaire preparation that aims at filling the existing gap of marketing research theory.</p>
<p>Practical/applied nature of research. Extent to which the theoretical background is related to the international or Russian managerial practice; development of applied recommendations; justification and interpretation of the empirical/applied results.</p>
<p>The proposed model can be applied to various markets, including Russian, while both theoretical and</p>

empirical data used for creation of the model originates from different cultures.
The high quality of the collected and analysed data allows the use of the results of this research by marketing research specialist for improving the quality of questionnaires and therefore the data collected for the managerial decisions.

Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.

The work and its layout meet all the Requirements for Master Thesis preparation and defense, with the layout of tables, figures and references also being correct.

The Master thesis of _Natalia Rebikova meets the requirements for master thesis of MIB program thus the author of the thesis can be awarded the required degree.

Date 24/09/11

Scientific Advisor:

Senior Lecturer, Candidat of Sociology

Bogomolova L.N.