

REFEREE'S REVIEW

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

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.	5	4	3	2
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.	5	4	3	2
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.	5	4	3	2
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.	5	4	3	2
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.	5	4	3	2
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.	5	4	3	2
Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defense, correct layout of tables, figures, references.	5	4	3	2

Each item above is evaluated on the following scale, as applicable: 5 = excellent, 4 = good, 3 = satisfactory, 2 = poor .

Additional comments:

The goal of this work is to explore the cross-cultural effect of questionnaire formulation on the results of marketing research and to come up with practical recommendations for questionnaire formulation. The problem is not only the interpretation of results but also the comparison of different research results obtained in different time periods and under different conditions.. The objective of the present study is to explore the cross-cultural effect of questionnaire formulation on the results of marketing research and to come up with practical recommendations for questionnaire formulation

The paper topic is quite actual because the issue of quality of marketing research results seems to be of special importance, while such results are frequently used as a basis for strategic decisions in real business situations.

Research goals and objectives in the thesis are stated clearly. The author proposes a theoretical model of his own research, and gradually studies the mechanics of questionnaire design forming.

To address the research objectives stated above several methods were implemented. Firstly, the secondary research was carried out in the form of analysis of the existing literature dedicated to the topic of questionnaire formulation. The author also uses in a proper way qualitative research. The researched sample comprises of 24 top researchers from international

marketing research companies around the world and the data is obtained by means of directly distributed qualitative surveys.

The research was carried out on appropriate methodological level. All research results are presented correctly in the format of tables.

The paper is well structured. The paper design meets all the requirements to the master thesis papers.

Still, it should be mentioned that proposed thesis have some drawbacks:

First, the author should have done a more extensive (developed) conclusion, which would take into consideration the various aspects of the relevant study.

Secondly, the author would be desirable to show a greater extent the feasibility of the proposed model in different contexts of business, that is, pay more attention to the managerial applied aspects of the model. However, these shortcomings do not detract from the value achieved at a high theoretical level thesis.

Master thesis of Natalia Rebikova meets the requirements of Master in International Business Program, and deserves a/an "excellent" grade, thus the author can be given the desired degree.

Date: 26.09. 2011

Referee: Sergey Alexandrovich Starov
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