

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in International Business
Student:	Ekaterina Savelyeva
Title of thesis:	Innovation adoption in European countries

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.

The topicality of the chosen area of research is well justified as well as is the topic of the Master's thesis. Gaps in the existing literature on the topic are well captured and both the aims and objectives of the thesis act in correspondence with the defined area of investigation and the proclaimed topic. Innovation adoption is an interesting topic to investigate into and Ekaterina managed not only to opt for original path of research but also to fully cover this challenging topic in her thesis.

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.

One of the strongest characteristics of this thesis is the logic which can be perfectly tracked throughout the thesis. Extensive literature review emphasizes the gaps in the existing research, the aim and objectives of the thesis are defined in order to cover this gap. Selected data corresponds to the chosen methodology and the analysis of data is accomplished in strong accordance with both the defined goals of the research and the methodology chosen. Discussion of the results only adds to a full understanding of the problem as well as points to the future areas of the research.

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.

The main research problem is well defined on the basis of extensive investigation of the relevant sources and is clearly explained in the thesis. The methodology was chosen with regard to the most up-to-date trends which characterize the area of the research in question, furthermore, personal involvement and professional approach only added to the high quality of the selected methodology which could lead only to the corresponding high level of the offered solution.

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.

Data selected for the practical part of the thesis perfectly fits into the objectives of the research and the methodology. To investigate the innovation activities in the European countries data from Eurostat and, more specifically, from Community Innovation Survey was used, which highlights deep understanding by the author of the needed dataset and her ability to apply relevant data processing methods. Data is fully described, all the limitations associated with the selected source of data are discussed.

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.

Ekaterina indeed showed independent thinking in selecting the methodology for the research. Not only did she offer a new definition of innovation adoption which can be used in the further research based on the data from Community innovation Survey and develop a set of indicators to account for innovation and adoption levels in European countries, but also on the basis of these indicators she suggested a classification of countries depending on these rates for each country. Furthermore, in order to verify the sustainability of the found trends the author investigated two time periods with additional analysis of temporal changes. Such an approach clearly helps to cover all relevant to the topic areas. Finally, all the limitations of the developed methodology and selected data are fully described and directions of further research are identified.

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.

As long as the focus of the research was primarily on the European market the managerial implications cover this geographical area in the first place which was clearly identified in the thesis. However, the author reasonably points out to the fact that the findings of the research may well be used by a broad range of enterprises outside Europe but willing to enter this market. At the same time the developed methodology may be applied to other markets and thus only broaden the coverage of this research. All the main recommendations and interpretations of the results can well be used in managerial practice.

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

The layout of the thesis fulfils all the main requirements of the Regulations for master thesis preparation and defence. References are made using the recommended Chicago style of citation, all tables and figures have the recommended layout.

The Master thesis of Ekaterina Savelyeva meets the requirements for master thesis of Master in International Business program thus the author of the thesis can be awarded the required degree.

Date
27/09/11

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