

## REFEREE'S REVIEW

<b>Program:</b>	Master in International Business
<b>Student:</b>	Ekaterina Savelyeva
<b>Title of thesis:</b>	Innovation Adoption in European Countries

<b>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.</b> 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			
<b>Structure and logic of the text flow.</b> Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.	5			
<b>Quality of analytical approach and quality of offered solution to the research objectives.</b> 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			
<b>Quality of data gathering and description.</b> 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			
<b>Scientific aspect of the thesis.</b> 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			
<b>Practical/applied nature of research.</b> 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.		4		
<b>Quality of thesis layout.</b> Layout fulfils the requirements of the Regulations for master thesis preparation and defense, correct layout of tables, figures, references.	5			

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

### Additional comments:

The author had chosen an interesting and nontrivial topic for research - to study and compare the levels innovation and innovation adoption in European companies. The main research question posed by the author, formulated as "Do levels of innovation and adoption differ among European countries if compared on the country and industry level and regarding nature of innovations and nature of enterprises?", can be considered as multifaceted, requiring serious statistical study. Therefore the method of research and the methodology chosen by the author are absolutely relevant and clearly justified in the paper. The topicality of the research is also worth mentioning as the globalization process intensifies the interest in the knowledge of differences of countries in terms of their innovation models.

The aim of the research as well as research objectives was defined very clear, but the title of the thesis deserves some critic as not fully reflecting the scope of the work done by the author (the paper covers not only innovation adoption processes). The logic of the analysis presented in the paper is absolutely clear, fully covering all posed research questions. It starts with comprehensive literature review on the topic that proves that the author has made a lot of theoretical work. The classification of the innovation diffusion determinants, presented by the author as well as suggested indicators of innovation levels are worth mentioning.

In the empirical part of the paper, the author consistently responds to the research questions by conducting statistical analysis. Product and process innovation and innovation adoption levels were investigated on the country and industry level separately for companies - R&D performers and companies - non-R&D performers for two observation periods. The results of the research are described in detail. The classification of European countries in terms of the most common types of innovation practices is of particular practical significance.

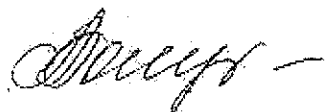
Generally, the paper is characterized with competent style of a statement, a practical orientation and strongly research character. Nevertheless the applicability of the results could have been improved through wider description of managerial implications.

The layout of the thesis absolutely fulfils the requirements of the Regulations for master thesis preparation and defense. The high quality of English is also worth mentioned.

Master thesis of Ekaterina Savelyeva meets the requirements of MIB program, and deserves a/an “excellent” grade, thus the author can be given the desired degree.

Date 25.09.2011

Referee: *Senior Lecturer, Anastasia A. Golubeva*

A handwritten signature in black ink, appearing to read 'Anastasia A. Golubeva', with a horizontal line extending to the right.