REFEREE'S REVIEW

Program:	MIB
Student:	Smirnova Svetlana
Title of thesis:	The influence of linguacultural background on effectiveness of international business communications

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:

Master thesis of Smirnova Svetlana studies the problem of language in international business communication. The topic of the work is of high importance due to increasing attention both researchers and practitioners to the role of language (particular English) in business communication' results.

The strongest sides of the master's thesis are the following:
- ✓ attempts to systematize the main definitions and theoretical concepts;
- ✓ focus on wide empirical data analysis;
- ✓ reference to the existing research done by colleagues from Aalto University;

However, it's necessary to say about some limitation of the paper, namely
1. There is a strange situation with hypothesis (or research questions): the author formulated it not in methodological part, or even in theoretical as a result of literature review and research gap analysis, but in discussion part. Moreover, the author said that these hypotheses were developed by other researchers. This is a real strange approach and should be commented by the author.
2. Many parts of the work reference to the only one research done by Finnish professors. Besides, as it was presented correctly, methodological part of the master thesis was also

based on methodology used in previous studies. In this case the author should more precisely argue about her contribution.

3. It is not very clear the aim and scope of the work itself and the empirical part in particular. It seems to be no correlation between research questions and results and conclusion in discussion part.

4. It is unclear from the paper, how the results of the work can benefit to international business practices, how it should be reconsidered and implemented. Practical recommendations are very weak and not based on conclusions from empirical part of the work.

Master thesis of Smirnova Svetlana meets the requirements of MITIM program, and deserves a good grade, thus the author can be given the desired degree.

21.09.2012

Referee:
PhD (Econ), Associate Professor
Marina O. Latuha