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’s 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.


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

[Signature]