

SCIENTIFIC ADVISOR'S REFERENCE

Program:	MIB
Student:	Ekaterina Bukhanova
Title of thesis:	Promotional strategies of Russian outsourcing companies on Swedish market (Case of Reksoft company)

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.

Aims and objectives of the study are well described and justified. Study has highly applied nature and offers contribution to analysis of particular industry and particular geographical market. Considering that study is based on a single case study implications can be seen as rather specific.

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.

Structure of the thesis is well organized and parts are balanced and aligned.

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.

Thesis is based on analysis of existing literature in the field. Author demonstrates conclusions on the main theoretical fields linked to the topic of investigation.

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.

Selection of case study method is well justified by Author using references to existing literature. Methods are well aligned with research questions.

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.

The study is conducted well in line with existing research approaches in b2b field. Case study is based on numerous interviews, analysed by the Author and presented in the thesis in summary version. Insights from the interviews have been used for further analysis, underlying practical conclusions and implications.

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.

Study has quite practical nature and practical important of the results is very high.

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

Quality of thesis layout meets standards of MIB program.

The Master thesis of Ekaterina Bukhanova meets for master thesis of MIB program thus the author of the thesis can be awarded the required degree.

Date 24.09.2012



Scientific Advisor: Asc. Professor Maria M. Smirnova