

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	MIB
<b>Student:</b>	Elena Samuylova
<b>Title of thesis:</b>	The role of brand characteristics in brand alliance engagement with different types of partners: an exploratory study

**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 contributes both to theoretical and practical discussion in the field. While brand alliances are in center of attention of researchers over a period of time, in no way is this field investigated enough. Author is well addressing existing research gap.

**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. Theoretical analysis justifies the model that was tested by the Author.

**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.

Empirical part is based on a quantitative study, testing research assumptions. Method selection is well justified and corresponds with the aims of empirical part of the thesis.

**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.

This thesis demonstrates both theoretical and practical relevance. As it was mentioned above, Author is addressing a research gap that requires further theoretical and empirical investigation. Developed assumptions and research results offer platform for further discussion and development, as well as potential further testing.

**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 both for Russian and international markets.

**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 Elena Samuylova meets for master thesis of MIB program thus the author of the thesis can be awarded the required degree.

Date 24.09.2012

A handwritten signature in black ink, consisting of several overlapping, stylized strokes that form a cursive-like name.

Scientific Advisor: Asc. Professor Maria M. Smirnova