

REFEREE'S REVIEW

Program:	MIB
Student:	Elena Samuylova
Title of thesis:	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.	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:

The master thesis is devoted to the exploration of the relationships between focal brand characteristics and brand alliance engagement with different types of partners. The goal of the master thesis lies in providing insights related to better understanding of the research problem. The topic, aim and main objectives are quite precisely interconnected to each other.

The logic of research is rather traditional, the author made a literature review and offered the basis for designing the theoretical model, later she explains how data was collected, presented the method of analysis, and the results of empirical study.

The author dedicates the first three chapters of the master thesis to the theoretical overview. There are a lot of cited materials but it hard to identify author's opinion on the analyzed problems.

The main conclusion of the thesis is concern the existence of a relationship between brand characteristics (measured by brand equity components) and engagement in brand alliances with different types of partners (grouped according to their relative position in the business ecosystem).

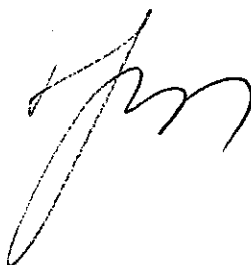
Summarized model of brand alliance engagement with different types of partners presents only general recommendations, that why the practical implications of the results are limited.

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

23.09.12

Referee:

Associate professor

A handwritten signature in black ink, consisting of a large, stylized initial 'O' followed by a series of loops and a final flourish.

Olga Verkhovskaya