

SCIENTIFIC ADVISOR'S REFERENCE

Program:	MITIM
Student:	Ekaterina Movchan
Title of thesis:	Strategic Entrepreneurship: Innovation practices in Entertainment industry

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.

Master thesis of Ekaterina Movchan is devoted to recently developed concept of Strategic Entrepreneurship (SE). The main questions for scholars in this field are: what are the main elements of SE in the firm? How they could be measured? And how they influence the firm performance? The author was trying to answer all these questions in her master thesis by applying to entertainment industry. Thus the main research question was defined as "how strategic entrepreneurship influences on innovativeness in firms of entertainment industry firms?"

It should be noted that once this topic has been developing since 2001, there is a lack of knowledge in the literature so the author set up the very ambitious goal.

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 master thesis is designed to achieve the goal stated. There are three chapters in the paper. The first part includes the literature review concerns the Strategic Entrepreneurship origins, the main definitions and the evolution of the concept. The author analyzed the different approaches to SE modeling and presented the main empirical research and their findings in this topic. The deep analysis of the previous findings allowed the author to develop her original approach to analysis the SE model and formulates the research question in the proper way. The second part of the paper includes the description of the methodology. Author provides very detailed descriptions of the methodology the rationale behind her choice of the case study research strategy and comparative analysis of the different methodological approaches in the business research.

The third part of the paper consists of the results of the empirical part of the research. It includes the analysis of the companies with use the proposed scheme of case analysis. The rigor methodology allows the author to make relevant and reliable conclusions and provide very interesting results of the research in the discussion and conclusion parts of the paper.

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.

Ekaterina has formulated research questions in the proper and accurate way. The research problem was defined as a strategic entrepreneurship impact on the innovativeness of the firm in entertainment industry. It should be noted that this study is one of the first research on this topic in Russia. In order to meet objectives author applied the latest publications in the strategic entrepreneurship field and developed original approach for case analysis.

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.

Ekaterina uses the qualitative approach in the empirical part which includes case study based on the two

extreme cases in the entertainment industry – Russian and foreign companies. In order to prove the choice of the research strategy, author provides elaborated explanation and comparative analysis of the different research methods. For this particular research questions explorative nature of the study is most appropriate thus one can conclude that chosen research strategy is relevant. Also the author provides the description of the data collection techniques and data analysis procedure in the adequate way which allows trusting the results of the empirical analysis.

References include recent publications on relevant topic; both foreign and Russian sources of information were used.

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 theoretical part includes the deep literature analysis and allows author to develop research questions in appropriate way. The methodological and empirical parts of the research include all necessary elements of the good scientific paper in business studies. Author demonstrates the ability to both analyses of the existing literature and synthesis main findings in order to provide her own ideas in this field.

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.

The results of the study have both theoretical and practical implications. From the theoretical perspective, this study extends the growing body of SE literature by examining how SE influences innovativeness of the firm depending on the origin of the firm creation. As for managerial implication, the results suggest that in the different institutional setting the firms with different origins would have different orientations either opportunity-seeking oriented or advantage-seeking oriented.

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

Layout fulfils the requirements of the Regulations for master thesis preparation and defense, all tables and figures are given in the appropriate way.

The Master thesis of Ekaterina Movchan meets the requirements for master thesis of MITIM program thus the author of the thesis can be awarded the required degree.

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