

REFEREE'S REVIEW

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.	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 aimed to investigate the application of strategic entrepreneurship concept in entertainment industry with accent on factors influencing on innovativeness of the companies. The purpose of this paper is to contribute to understanding of the strategic entrepreneurship phenomenon. The topic, aim and main objectives are quite precisely interconnected to each other.

The logic of research is traditional to the papers in which case analysis approach is used. The author made a literature review and offered the basis for designing the theoretical model, later she described companies, presented the method of analysis, and the results of empirical study.

The main strong point of this study is connected with the fact that the author defined factors influencing on different types of innovations and proposed new strategic entrepreneurship model.

In my opinion Ekaterina paid too much attention to describing case study method (pp. 23-29).

The paper is designed in accordance with the required standards.

Master thesis of Ekaterina Movchan meets the requirements of MITIM program, and deserves an excellent grade, thus the author can be given the desired degree.

22.06.12

Referee: Ass. Professor



Olga Verkhovskaya