

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Information Technologies and Innovation Management Program
Student:	Sergey M. Meshcheryakov
Title of thesis:	APPLICATION OF MARKETING TOOLS ON THE MARKET OF INCREMENTAL INNOVATIONS: THE CASE OF DVE PALOCHKI COMPANY

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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.

The restaurant takeaway options become more and more popular in St. Petersburg. This market feature is revealed for the restaurants of European kitchen. However, the same situation is repeated now with The said situation copied intensively could be estimated as a potential competitive threat fro the side of new sushi shops for traditional japonica restaurants. To clear the situation as a part of preparing proactive marketing strategy is rather important research task. Therefore, the topic choice is justified as important, practically valuable, and actual one.

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.

When reading the text the logic of research is seen as a rather clear one: from defining the subject of interest, through selecting and adjusting instruments to measure the said subject, and to corresponding considerations and conclusions having an applied value.

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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.

Considering takeaway offers underpinned by related to japonica kitchen accessories as a sort of radical innovations transmuted in time to incremental innovations the author tries to make a competitive analysis from the viewpoint of the DVE PALOCHKI (traditional restaurant) market position. As a result understanding a sushi shop as an incremental innovation helps the author to create the sushi shops' business model being useful to formulate and convey the main research problem.

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.

As it is known the author personally played a role of mystery shopper to understand better sense and scope of sushi shops' business in St. Petersburg. Probably, the said fact is the reason of professionally constructed, used, and processed questionnaires. As a result he answers to the following questions: 1) what is the level of customers' awareness about sushi shops; 2) do customers have tendency to switch to sushi shops and how strong this tendency could be.

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 research model and other instruments to study the problem of emerging sushi shops on the market of traditional japonica restaurants could be assessed as adequate ones to receiver reasonable and reliable outputs and conclusions. However, it's quite strange to see the "threat" term used 12 times in the text of the present thesis but at the same time there are not SWOT analysis applied. It's especially strange, taking into account the fact that factually, in a sort of latent and truncated form, elements of SWOT analysis could be found. When mentioning competitive intelligence means the author in reality speaks about strategic aspects of the central problem under consideration while mystery shopper armed with so well-done questionnaires is involved into the competitive battle on the tactic level. Therefore, the thesis could become much more valuable linking together strategic and tactic tools and corresponding tasks.

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 experience acquired during the present study and instruments approved could be used in monitoring the competitive environment relevant to marketing interests of the DVE PALOCHKI traditional

restaurant. Besides, these methods could be of use for many looking as similar applications; naturally, with a set of necessary adjustments.

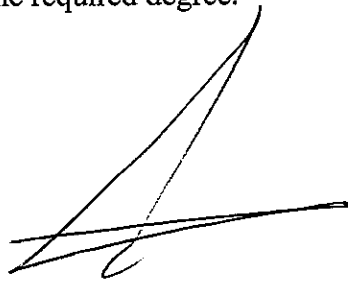
Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.

Quality of the thesis layout is, unfortunately, not at the same level as the quality of the thesis logic and content. Relevant GSOM standards are in many cases violated.

The Master thesis of **Sergey M. Meshcheryakov** meets the requirements for master thesis of **Master in Information Technologies and Innovation Management Program** thus the author of the thesis can be awarded the required degree.

Date: 06/18/2012

Scientific Advisor:
Prof., Dr.,

A handwritten signature in black ink, consisting of a large, stylized 'V' shape with a horizontal line extending to the right, and a smaller, looped signature below it.

Vitaly Cherenkov