

REFEREE'S REVIEW

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

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:

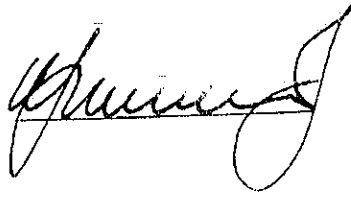
First of all, I want to note, that the paper is interesting. The aim and the objectives are clear. However, the objectives are not deep, they are descriptive (and describe the process of the research). Also it is not clear, why the author picks 'Dve Palochki' as an objective of the research, there is no explanation of it and the explanation is required, because 'Dve Palochki' doesn't have a positioning of sushi restaurant. Literature review is wide, but not deep. Some issues are addressed in a super-short manner. The structure of the paper is good, the logic is clear, the text is coherent. Methodology is well reasoned and appropriate to the objectives. There are no questions to data or methods used. The paper seems to be practice-oriented, that is why literature review is not a strongest part of the paper. At the same time, author doesn't make any significant and valuable practical recommendations, there is no performance and risk analysis, as well as there is no limitations to the recommendations. Sometimes the author makes unnecessary mistakes. For example author writes: "'Dve Palochki' company wants..." (p.8) (the company doesn't want anything, the managers want and make decisions); on p. 10 authors refers: "Philip Kotler said: ..." and reference with two name goes after. He other minor comment is that author doesn't re-draw the figures, he just 'copypaste' them into the text. It is not a crime, but not the best option as well. Finally, major concern is that the title of the paper weakly correlate with the programm: there is little connection with innovation management (however, incremental innovation in way or the other might be an objective of any paper) and no connection with information technologies. I hope the will address these issues during the presentation.

Master thesis of Sergey Meshcheryakov meets the requirements of MITIM program, and deserves a good grade, thus the author can be given the desired degree

Date

Referee:

Konstantin V Krotov

A handwritten signature in black ink, appearing to read 'Konstantin V Krotov', written over a horizontal line.