

Program:	MITIM
Student:	Dmitry Kovalenko
Title of thesis:	Worker Motivation in Crowdsourcing New Product Development

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 research investigates very recent and modern concepts of crowdsourcing and new product development which are well covered in the text. The goal of the master thesis aligns with the tasks and the research questions.
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.
The thesis' structure is logical. The theoretical part is aligned with the empirical part of the work.
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.
The research questions were clearly formulated and solved with the use of modern theories and methods\
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.
The chosen research methods and tool suit the research question and help to answer the research questions.
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 student showed independent scientific thinking and have developed a conceptual model to solve the research questions
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 theoretical background is related to both Russian and international companies engaged in NPD activities. The results of the work help to understand what the crowdsourcing NPD projects are and how to engage people participation.
Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.
<i>The student showed himself as a mature independent researcher with systemic approach to his professional activities.</i> The paper meets the requirements of the Regulations.

The master thesis by **Dmitry Kovalenko** meets the requirements for master thesis of International Technology and Innovation Management program thus the author of the thesis can be awarded the required degree.

23.06.2012

Research advisor:



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