

REFEREE'S REVIEW

Program:	MITIM
Student:	Kovalenko Dmitry
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.	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:

Some of the strongest sides of the master's thesis are that the author systematized of the main definitions and theoretical concepts concerning the problem studied in the paper. The author has constructed a good alignment of the objectives, research questions and analysis of case companies.

However, it is a lack of managerial implications in the work, and as a result it is a bit difficult to understand the practical nature of the research. Besides, limitations and future research directions as parts of the paper are missed.

As overall conclusion, the work done by Kovalenko Dmitry can be evaluated as independent research, meets the requirements for master's thesis of MB program and deserves an **excellent** grade, thus the author of the thesis can be given the required degree.

19.06.2012

Referee:

PhD (Econ), Associate Professor
Marina O. Latuha

