

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	MIB
<b>Student:</b>	Ekaterina Chizhova
<b>Title of thesis:</b>	Loyalty programs elaboration: the case of Mariinsky Theatre based on international arts management experience

**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 thesis contains a clear statement of the details of the study or task, the methods or criteria used, and the supporting data. The topic of the Master thesis of Ekaterina Chizhova is highly relevant in today's academic research. The thesis has a focus on customer's loyalty, uncovering an interesting aspect of art management, which is undeveloped in Russia. The need for further research in this area is clearly shown by the author.

**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 is an extended scholarly statement written clearly, effectively and directly. The text is very structured; thesis structural parts are logically aligned, with empirical part proving research questions stated in the literature review part.

**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 Master's thesis is a serious demonstration of the student's ability to explore, develop, and organize materials relating to the research topic in a field of study. Objectives are adequately covered, showing the author is able to pursue research and investigation. A new loyalty program is offered as a solution, being the main thesis result. The author applies the latest trends in relevant research

**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.

Analysis used in the thesis is relevant and clear, selected research tools and methods are adequate as well as the data use. The research helped the author develop the new loyalty program for Mariinsky theatre.

**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 author shows critical and independent thinking. Serious research is based on scrupulous description and cataloguing. The methodology developed is relevant to the set objectives, which shows a good level of research analysis.

**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 author made an effort to make the work accessible to as broad an audience of educated people as

possible. The research covers an interesting and undeveloped area and can be applied in art management. The topic of the thesis is rather practical.

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

Formatting of the thesis conforms to the Regulations for master thesis.

The Master thesis of Ekaterina Chizhova meets the requirements for master thesis of MIB program thus the author of the thesis can be awarded the required degree.

Date: 19.06.2012

Scientific Advisor:

Dr. Sergey P. Kouchtch, Professor