

SCIENTIFIC ADVISOR'S REFERENCE

Program:	MIB
Student:	Marova Aleksandra
Title of thesis:	Culture Related Challenges of Foreign Companies' HR Practices In China basing on the System Dynamics Conceptual Model

<p>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.</p>
<p>The master's thesis investigates cultural issues and HRM practices of companies entering Chinese market. The topicality of chosen topic is very high due to increasing attention to emerging economies. Effectiveness of companies' performance on international market depends on many factors including culture and personnel management. The aim and tasks set are in correlation with the thesis title and topics covered in the paper.</p>
<p>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.</p>
<p>The master's thesis consists of several parts and has a logical structure. It covers main areas that should be covered in master thesis: theoretical overview, empirical part, methodology, limitations and conclusions. Mainly, master thesis's parts reflect the topic and allow following author's idea, research and conclusions.</p>
<p>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.</p>
<p>The quality of analytical approach is appropriate for such kind of work. To achieve the goal the author put a certain list of supporting tasks, namely formulated several research questions that guide the empirical research. The research problem covers topicality and correlate with empirical results. The research part fully contributes to the research questions and tasks.</p>
<p>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.</p>
<p>The quality of data gathering and description is appropriate. The methodological part is a bit controversial. The author chooses the system dynamic conceptual model for analysis but provide fewer arguments that prove that the method is relevant and widely used for such research. But the results the authors got using this method are interesting.</p>
<p>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.</p>
<p>The research can be considered as independent. The theoretical importance of the work proves that cultural and HRM issues are very important for internationalization especially for companies going to China.</p>
<p>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.</p>
<p>The results of the work could be used in different companies with the aim to understand culture-specific issues in China, factors influencing on implementing HR practices and its interconnection with corporate culture.</p>
<p>Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.</p>
<p>The overall quality of thesis layout is appropriate.</p>

The Master thesis of Marova Aleksandra meets for master thesis of MIB program thus the author of the thesis can be awarded the required degree.

Date 14.06.2012

Scientific Advisor:

Marina O. Latuha,
Associate Professor, PhD

