

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in International Business
Student:	Anna Kryukova
Title of thesis:	Online marketing strategies in social networks of MNC's on the Russian market

<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 thesis by Anna Kryukova is devoted to the study of large international firms' marketing strategies for Russian market designed for use in social networks. The topic relevance is high due to fact that more and more MNEs create their own pages in social platforms where the scale and speed of information spread is huge, which helps them to accelerate their strategy abroad. The paper is focused on analyzing how multinational companies on the Russian market develop their marketing strategies in social networks. The topic was well covered, being aligned with the aim of the thesis.</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 thesis is well-structured and logical. The paper consists of seven sections, including introduction and conclusion, in which the structure of the research is reflected. Both theoretical and empirical components are presented and balanced in the thesis.</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 aim of the research is fully covered. The research questions were formulated and explored properly. The relevant research sources were involved and the analytical capability while doing the case study analysis was demonstrated. In her thesis author synthesized the data on three case companies' marketing strategies and analyzed the most important factors influencing on the target companies' marketing strategies in social networks in Russia, with the further attempt to understand how the theory of online presence transforms in the Russian context.</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 data gathered meets the requirements of the thesis's aim. Three large case companies have been considered with the proper depth; data is valid and fits the thesis objectives. The list of references is provided in the end of the paper.</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>Author has demonstrated the independent scientific thinking in solving the aim of the thesis. The extent of author contribution to the research content and quality is high. The development of the methodology for the research is valid.</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 practical nature of the thesis is obvious. The results of the thesis can be applied in the process of the development of online marketing strategy for Russian market by international firms. The specifics of the Russian market revealed by author may be useful for the development of these strategies' efficiency and avoidance of unexpectable problems.</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 layout of thesis, including tables, figures, and references, is correct. Layout fulfils the requirements of the Regulations for master thesis preparation and defence.</p>

The Master thesis of Anna Kryukova meets the requirements for master thesis of MIB program, thus the author of the thesis can be awarded the required degree.

Andrei Yu. Panibratov
 Professor, GSOM
 June 14, 2012

