

## REFEREE'S REVIEW

<b>Program:</b>	Master in International Business Program
<b>Student:</b>	Anna A. Kryukova
<b>Title of thesis:</b>	Online Marketing Strategies in Social Networks of MNC's on the Russian Market

<b>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.</b> 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
<b>Structure and logic of the text flow.</b> Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.	5	4	3	2
<b>Quality of analytical approach and quality of offered solution to the research objectives.</b> 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
<b>Quality of data gathering and description.</b> 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
<b>Scientific aspect of the thesis.</b> 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
<b>Practical/applied nature of research.</b> 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
<b>Quality of thesis layout.</b> 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:**

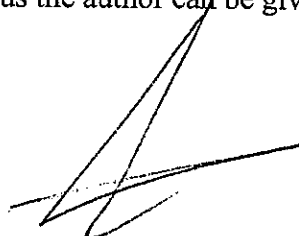
*Please, elaborate on the above mentioned criteria (about 500 words)*

There are two main arguments could be used to justify the topic choice – this or last year the number/time of accesses to social networks became more than one of other Internet visits, and a portrait of an average social community member looks as a target market definition, so, sapience sates. The author has constructed a very good alignment of the thesis' topic, aim and objectives having as a nexus the (latent) understanding of social network communities as self-focused target markets. The latter is formed due to social, psychological, and economical similarities of members of the said communities. The adequacy of objectives coverage is quiet sufficient. Developing the methodology based on the case companies' marketing strategies analysis looks rather far from the task of generalization due to number and their different industrial belongings. As a result strategic, operative, and tactic aspects are almost confused. In my mind, the definition of strategy the author has preferred is not the best one in the focus of the study under consideration. Then, in could be better to include a general Web 2.0 business model where on-line facilities are built in. In my mind the choice of three case "heroes" is not well-correlated with the task of study and corresponding outputs (especially for Audi) demand more supportive interpretation. Nonstandard for GSOM table/figs layout is used.

Master thesis of **Anna A. Kryukova** meets the requirements of Master in International Business Program, and deserves a "good" grade, thus the author can be given the desired degree.

Date: 06/14/2012

Referee:  
Prof., Dr.,



Vitaly Cherenkov