

REFEREE'S REVIEW

Program:	Master in International Business
Student:	Grigory Konkov
Title of thesis:	Marketing-Sales Department Cooperation and its Relation on Direct Sales Performance: an Example of a Medium-Sized Oil Company

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:

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

Relationship between sales and marketing is in focus of the Master Thesis. Two research objectives are set: (1) to develop conceptual basis for cooperation between sales and marketing functions (departments); (2) Build the model of cooperation between sales and marketing, based on the case company example. Theoretical model (see fig 3 on p.22) is poor specified, especially knowledge domain within marketing-sale interface. Criteria for assessment effect of marketing – sale cooperation on direct sales and performance are not determined. Objectives and research questions are stated on a general level. Empirical part of research is based on a case study for one company, is fulfilled only on a qualitative level and does not cover research questions set. Managerial recommendations are too general.

The thesis is written in a good managerial language and can be classified as qualitative mainly descriptive research.

Master thesis of Grigory Konkov meets the requirements of MIB program, and deserves an “satisfactory - good” grade, thus the author can be given the desired degree.

Date 17.06.2012

Referee: (academic title, name)

Associate Professor,



Olga A. Patokina