

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in International Business
Student:	Yury Kolesnik
Title of thesis:	Shaping a strategy for emerging market: Russian IT-service company entry to Chinese educational sector

<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 Yury Kolesnik is devoted to the study of the internationalization of IT companies servicing the education sectors in emerging economies. The topic relevance is high due to the developing trend of internationalization of service (and particularly IT) firms from and into emerging economies. The topic was covered properly, despite being not clearly reflected in the objectives 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. Author starts with the research design section which is not always a norm but may be justified for this thesis by the very peculiar character of the study. The report consists of 3 sections, plus 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 task of the research was formulated and explored in the introduction. The relevant research sources were involved and the analytical capability while doing the study was well demonstrated. In his thesis author has applied the latest trends in the research on the service firms' internationalization with the context of emerging markets.</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 ideology of the paper. The thesis is based on the in-depth analysis of Chinese education sector which allowed the author developing strategic recommendations for entry to China. Data is valid and relevant, 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 preparing the thesis and working on its' results. 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 research validity is evident and the practical orientation of the thesis is obvious. The results of the thesis can be applied in the process of the internationalization of IT-service companies in the education sectors of emerging economies.</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 Yury Kolesnik 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

