

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	MIB
<b>Student:</b>	Yulia Vylegzhanina
<b>Title of thesis:</b>	<b>PROMOTION STRATEGIES OF NATURALLY POSITIONED PERSONAL CARE PRODUCTS (APPLICATION OF INTERNATIONAL BEST PRACTICES IN RUSSIA)</b>

**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.

The goal and objectives of research are well defined. The topic itself is of high practical importance for both international and local market players. There is increasing offering of naturally positioned personal care products produced by international companies in Russia market and emerging efforts from the side of local market players. The implications of the study thus would aim both types of market players and could contribute to an in-depth understanding of the consumer behavior drivers.

**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.

The text has logical structure, starting with presentation of theoretical foundations of the study and focusing later on empirical part of research, justifying methodology, research hypotheses and presenting research results.

**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.

Research has been aimed at studying opportunities for promotion naturally positioned personal care products, leading to applying theory of planned behaviour to solving the problem, the results of which are analyzed and interpreted by author.

**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.

The model testing has been based on a sample of Russian consumers. The data is properly described and presented in the text.

**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.

Author is carefully testing the data and verifying its validity and reliability. The scientific aspect of the thesis can be assessed as high and the methods selected are appropriate for the goal/objectives of the study.

**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.

The research provides practical implications in multiple ways. First of all, these are the implications from the results of testing the theory of planned behaviour in application to the naturally positioned personal care products. Secondly, the implications for the promotion strategies and the results of analysis of company case studies can be generalized and applied to a wider circle of companies.

**Quality of thesis layout.** Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.

The quality of thesis layout is in line with the program requirements.

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

Date June, 19<sup>th</sup>

Scientific Advisor: *Associate Professor, Maria M. Smirnova*