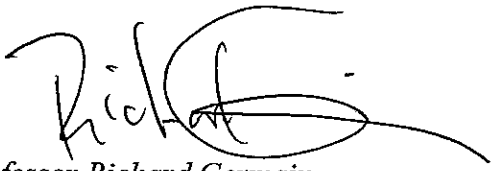
SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master of International Business
Student:	Olga Zadonskaya
Title of thesis:	Production Localization: The Case of Nissan

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 student's justification of their topic is excellent. The aims and tasks offered are consistent with the topic. The originality of the topic is excellent and its coverage is more than adequate. The internal alignment of the topic, aims, and objectives is highly consistent.
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 scope of the thesis is sufficiently broad. The theoretical component is extensive and is aligned with the thesis topic. This applies to the empirical component as well.
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.
The quality of the analytic element of the thesis is very high. The student demonstrated superior understanding of the latest trends in production and sourcing localization. This is one of the strongest elements of the thesis. The research problem is consistently conveyed throughout the thesis.
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 selected research tools are entirely appropriate and consistent with the research problem. The validity of the data is very high and much of it represents primary data collected from the focal company analysed in the thesis.
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.
The student clearly demonstrated independent scientific thinking. Model development was undertaken primarily by the student on her own initiative. The student adequately justifies the selection of the model and the model is entirely consistent with the research aims and theme of the thesis.
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 thesis is highly practical and offers valuable managerial insight into production localization in the Russian automotive industry. The student's interpretation of empirical results is entirely appropriate given the research method that was applied. The same applies to the recommendations.
Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.
The layout of the thesis meets the standards of the regulations.

The Master thesis of **Olga Zadonskaya** **meets** the requirements for a master thesis of the **MIB** program: thus the author of the thesis can be awarded the required degree.

Date: 15.06.2012



Scientific Advisor: *Professor Richard Germain*