

SCIENTIFIC ADVISOR'S REFERENCE

Program:	MIB
Student:	Ksenia Vyushkova
Title of thesis:	ANALYSIS OF FACTORS INFLUENCING THE OUTCOME OF GROUPON PROMOTION: CASE OF RUSSIA AND UKRAINE

<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>A variety of companies now sell online discount vouchers for diverse services. To consumers, discount vouchers promise substantial savings - often 50% or more. To merchants, discount vouchers offer opportunities for price discrimination as well as exposure to new customers. Groupon is the best discounter known among voucher vendors. The goal of this research is to understand the relationships between different factors and outcomes of the Groupon promotion for merchants for Russian and Ukraine market. The title, research problem and research questions are clearly stated. The goal is actual and the tasks are well defined. Today no research of such kind could be founded for Russian and Ukraine market.</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 structured in a logical way. Author is starting with addressing Groupon promotion tools and the variety of existing methods. Particular attention is paid to developing a comprehensive model of relationships between factors and outcomes by using overview and research on existing literature. Author analyzes Groupon Inc. daily deal marketing and more specifically, Groupon Russia. The research is finalized with the model of relationships between factors and outcomes and hypotheses. Empirical part of the thesis starts with justifying the methodology and then presenting results and discussion. Both theoretical and empirical part of the thesis are consequently quite aligned in terms of their structure.</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>Quality of analysis of both theoretical and empirical parts is an important feature of this work. The presented research findings and their interpretation provide a substantial contribution to the Groupon Inc. and Groupon Russia comparative study.</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 findings and solution are presented in the thesis in a detailed way and properly documented. All the relevant methodological information is included in the thesis. The list of references is comprehensive, combining both well-known and recent works on the topic.</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 demonstrated a good example of autonomous thinking and research work by conducting the study and interpreting the results. Research methods are well justified and research results are related with the aim/objectives of the study.</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 has a high applied importance, with the elevated contribution potential for the company under study. It has potential for generalization of research results for many companies, operating with daily deal services in Russian market.</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 thesis' layout corresponds with the requirements to master thesis of MIB program. All the tables and figures are properly edited.</p>

The Master thesis of Ksenia Vyushkova meets the requirements for master thesis of MIB program thus the author of the thesis can be awarded the required degree.

17.06.2012

Scientific Advisor: Asc. Professor S.A.Yablonsky