REFEREE'S REVIEW

Program:	Master in International Business
Student:	Ksenia Vyushkova
Title of thesis:	Analysis of factors influencing the outcome of Groupon promotion: case of Russia and Ukraine

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)

The objective of this work is ambitious: to develop the model for investigating effectiveness of daily deal marketing and use it for elaborating practical recommendation for managers considering opportunities and expedience of launching Groupon promotion action. (Groupon is a two-sided mediating platform between merchants and consumers, the largest daily deal site in Russia and Ukraine).

In the first part of Master Thesis the concept of daily deal marketing is considered on the base of literature overview and analysis of Groupon Inc. activity in Russia and Ukraine carried out by Ksenia. As a result of this work a theoretical model for further research is proposed.

The second part of the Master Thesis represents results of original empirical research conducted by Ksenia, aimed to reveal and assess factors influencing on outcomes of daily deal on Groupon website for merchants. The empirical research consists of two parts: archival research of daily deals presented on Groupon website and survey of the merchants, carried out by the author. Descriptive statistics of gathered and selected data is submitted on pp.25 – 29, 34 – 39. Results of data statistical analysis accomplished with the help of SPSS 17 are presented on pp.30 – 33, 39 – 42, and discussed on 42 - 46. Recommendations for managers, elaborated on the base of this research conclude this part of the Master Thesis (pp.46-49). Achievements and limitations of conducted research are considered in conclusions. Appendixes 1- 7 illustrates methodology and results of survey and statistical analysis.

The title, research questions and hypothesis are clearly stated. The structure of the work is logical. Theoretical part has close alignment with the practical one.

The Master Thesis is an original completed research, contributing to development both theoretical study of daily deal marketing and managerial practice.

Data selection and preparation, selecting research tools and methods, justification and interpretation of the empirical results are fulfilled at good professional level, but unfortunately, there are a number of inexcusable omissions.

1. The model (2) describes statistical correlation between values of independent and dependent variables, so random variable must be included in the equation (2) (see p.30)
2. Descriptive statistics submitted on pp. 25 – 29, 34 – 39 is called by mistake content analysis.
3. The author considers the problem of statistical significance of regression coefficients, but says nothing about statistical significance of the regression equation itself. Has the author used any criteria for such an assessment?
4. Description of independent variables in the model (2) on the pages 30-31 is poor, especially this remark concerns so called categorical variables and their use in the model. The same one can say about description (measuring) of dependent variables "short-term profitability" and "intension to repeat the deal" in binary logistic regressions mentioned on pp. 39 – 40.
5. Comments are required for the statement: "In order to use statistical analysis variables were standardized and coded". (p.39). which variables, why and how were standardized and coded?
6. There does not require to put into regression equation coefficients with 15 decimal signs (p.32)
7. Sometimes English is poor, and there are disappointing errors or misprints, such as Emperical analysis in the heading of the second part of the master thesis

But the critical comments do not diminish the value of the Master Thesis, dedicated to actual and weakly investigated topic. Ksenia Vyushkova carried out interesting, useful and laborious study. She revealed independent scientific thinking in setting task, professional skills in using management science and quantitative methods for solving the set problem.

Master thesis of *Ksenia Vyushkova* meets the requirements of MIB program, and deserves an "excellent (B)" grade, thus the author can be given the desired degree.

Date 17.06.2012

Referee: *(academic title, name)*

Associate Professor,

Olga A. Patokina