

SCIENTIFIC ADVISOR'S REFERENCE

Program:	MITIM
Student:	Ashot S. Saakyan
Title of thesis:	Enterprise 2.0 Analysis: existing multinational practices and future trends for the Russian market

<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 title, research problem and research questions are clearly stated. The goal is actual and the tasks are well defined.</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 structure is clear, and the author shows a good understanding of the Enterprise 2.0 concept.</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>In the theoretical part Ashot analyzed the purposes of usage Enterprise 2.0 tools in the organizations. Also the implementation of Enterprise 2.0 tools influence on the financial factors of the company was studied. Author investigated the dependence of return metrics (ROA, ROS) and the operational value on the long term investments, which include Enterprise 2.0 investments.</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>Quality of analysis of both theoretical and empirical parts is an important feature of this work.</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>Ashot demonstrated mostly independent scientific thinking in solving the set problem/objectives.</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>Study is resulted with the practical investigation of the main Enterprise 2.0 usage trends for the Russian market. The qualitative research was made among the CIOs and top-management of small and medium enterprises.</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 title, research questions and hypothesis are clearly stated. The structure of the work is logical. Theoretical part has close alignment with the practical one.</p>

The Master thesis of Ashot S. Saakyan meets meet the requirements for master thesis of MITIM program thus the author of the thesis can be awarded the required degree.

21.06.2012

Scientific Advisor: Asc. Professor S.A. Yablonsky