

REFeree'S REVIEW

Program:	Master of of International Technology and Innovation Management
Student:	Ashot S. Saakyan
Title of thesis:	Enterprise 2.0 Analysis: Existing Multinational Practices and Future Trends for the Russian Market

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	<u>4</u>	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	<u>3</u>	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	<u>3</u>	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	<u>4</u>	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	<u>3</u>	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	<u>4</u>	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	<u>4</u>	3	2

Each item above is evaluated on the following scale, as applicable: 5 = excellent, 4 = good, 3 = satisfactory, 2 = poor.

Additional comments:

The Enterprise 2.0 Solution Offering offers the use of Web 2.0 in the organization. It supplies the concepts, especially the social and collaborative one, used in Web 2.0. Enterprise 2.0 is a new phase within the organization that offers new ways of content sharing and user-driven content. Collaboration drives business values. Thus the content of the thesis is topical. Author did a good job on collecting data on Enterprise 2.0

The overall impression on the thesis is contradictory. From one point of view author did a good job on collecting data on Enterprise 2.0 (43 respondents), operating with different sources of information, databases, exploring the complex notion of Enterprise 2.0 from different perspectives. From another point the representation of the results should be improved. Namely the title page has somehow two titles. It is not clear what is the purpose of the first 35 pages as the author does not make any conclusions on the analysis of the theoretical aspects of the Enterprise 2.0. Chapters sound to be independent from each other as if the author wanted to find answers on too many questions and was out of time to provide a systemic vision on thesis issues.

All in all, master thesis of *Ashot Saakyan* meets requirements of MITIM program, and deserves a "good" grade in case of successful defense, thus the author can be given the desired degree.

21.06.2012

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