

## REFEREE'S REVIEW

<b>Program:</b>	Master in International Business Program
<b>Student:</b>	Yulia Zemtsova
<b>Title of thesis:</b>	THE INFLUENCE OF CUSTOMER-BASED BRAND EQUITY ON BRAND MARKET PERFORMANCE: THE CASE OF THE VIRICIDE ANTIGRIPPIN NATURPRODUKT

<b>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.</b> 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
<b>Structure and logic of the text flow.</b> Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.	5	4	3	2
<b>Quality of analytical approach and quality of offered solution to the research objectives.</b> 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
<b>Quality of data gathering and description.</b> 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
<b>Scientific aspect of the thesis.</b> 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
<b>Practical/applied nature of research.</b> 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
<b>Quality of thesis layout.</b> 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:

First of all, I want to mention, that the paper is very good. It has good literature review; well-done empirical research; coherent and complete text. The topic of the paper is "The influence of customer-based brand equity on brand market performance: The case of the viricide Antigrippin NaturProduct", and I suppose the aim and the objectives of the paper cover the topic and are clear. The topicality of the paper is well-reasoned in the introduction. The paper has a good structure and logic, it consists of three parts, and each part includes four of five paragraphs. Theoretical part describes brand equity concept. At first paragraph the author lists all the databases she used conduction literature review, which is, in my opinion, is not necessary to do. One of the minor remarks is that author sometimes (in case of describing brand awareness on p. 10) use only one reference (in case of brand awareness it is K.L. Keller), thus, the results are not objective. Analysis of the competitors (p. 28 and p. 33) is not deep enough (it is rather descriptive, than analytical). Another remark is the absence of conclusions and lack of critique at each part and paragraph. The paper would be much stronger in case author would provide her own opinion on each problem.

The empirical research is quite impressive, however, there are some remarks. First of all, design of the research (and especially sampling and scaling part) should be described better. It is not clear, why qualitative method of the research was chosen, how questioner was developed, why these particular questions were included, etc. Second, description part is quite narrow and, actually, should be deeper. For instance, it is not clear, how author got aggregated results (p.44) and how hypotheses were approved (p.45): no detailed

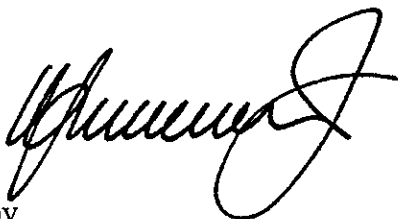
information was found in the text. At the same time, author has a very important “limitation” part of the empirical section.

The results and conclusions are practically-oriented and, in my opinion, have value. However, they should be more focused. Thesis layout, in general, is very good. But there are some parts of the paper, that are terribly organized (for instance, table 1, p. 21 and table 2, p. 23 – instead of tables there is a text, paragraph on p. 11, etc.), also there are some minor mistakes (for instance, NatuProduct instead of NaturProduct on p. 38, etc.). Reference list and other elements of the paper are well organized.

Master thesis of Yulia Zemtsova meets the requirements of MIB program, and deserves an “excellent” grade, thus the author can be given the desired degree.

17.06.2012

Senior lecturer  
Konstantin V. Krotov

A handwritten signature in black ink, appearing to read 'Konstantin V. Krotov', written in a cursive style.