

SCIENTIFIC ADVISOR'S REFERENCE

Program:	MIB
Student:	Akca Kubilay
Title of thesis:	The Influence of Loyalty Programmes' Reward Design on Firm Performance: A Comparative Analysis Of The German and the UK Retail Grocery Markets

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.

The topic of the Master thesis of Akca Kubilay is relevant in today's academic research. The need for further research in this area is clearly shown by the author. Nevertheless, the aim of the research is formulated rather inaccurately and the primary understanding of the questions considered is feasible only because of the objectives submitted.

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.

The text of the thesis is logically structured: literature review reveals several undeveloped areas which become the main research questions and are studied in the empirical part.

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.

All objectives of the research were covered in the empirical part of the thesis. Nevertheless, some of the questions considered are rather simple and obvious; a big amount of research in the area have already evidently shown the causal linkages considering loyalty programs and company effectiveness.

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.

Analysis used in the thesis is relevant and clear; moreover, based mainly on the secondary data it avoids many research biases, which is a strong point of the thesis. The author used structured observations and statistical modeling, which perfectly fit the research objectives. The data used is valid and adequate.

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.

The methodology developed is relevant to the set objectives, which shows a good level of research analysis. Unfortunately, weekly stated objectives, reiterate to many existing works in the sphere, lower the impression of the good-fitting empirical part.

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.

The topic of the thesis is rather practical, however, the results of the research are unlikely to apply – being rather obvious it studies industry leaders, which means that other players can have different interdependences.

Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.

The layout of the thesis meets the requirements of the Regulations for master thesis.

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

Date: 19.06.2012

Scientific Advisor:

Dr. Sergey P. Kouchtch, Professor

