

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	MCF
<b>Student:</b>	Sokolova Tatiana
<b>Title of thesis:</b>	Valuation of brand line extension effectiveness: Ubisoft flagship brand Assassin's Creed case

**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 chosen by the author is devoted to the problem of brand extension which is very relevant and modern nowadays. The main goal is to evaluate the effectiveness of brand line extension strategy on the example of real company. The aims and objectives are stated clearly.

**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 research is quite logic, theoretical and empirical parts are balanced. The thesis consists of introduction, two chapters and conclusion. In the introduction the author explains the choice of topic and its relevance. The first chapter reviews the key brand strategies, their advantages and disadvantages, as well as detailed study of brand line extension strategy. The second chapter is devoted to the valuation of the brand line extension effectiveness on the example of new product of a real company. In the conclusions the results obtained are analyzed with consideration of the theoretical aspects of data about the real company.

**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.

The objectives of the thesis are fully covered. The student clearly formulates the research problem and showed the ability to convey it. The latest trends are applied.

**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.

In the theoretical part of the research the author analyzed and considered 11 different methods of brand line extension valuation which shows the deep understanding of the problem. In empirical part the author shows the ability to apply the chosen strategy on practice. The list of references is quite large and consists of 41 sources.

**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 student shows a good ability to work as independent researcher. Research methods correlated with the aim/objectives of the study.

**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 author justifies that the methodology can be used on practice as describes the application of it on the example of the real company. The described methodology can be applied not only for Russian companies but for the international as well.

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

In general layout fulfils the requirements of the Regulations for master thesis.

The Master thesis of **Tatiana Sokolova** meets the requirements for master thesis of MCF program thus the author of the thesis can be awarded the required degree.

Date: June 15, 2013

Scientific Advisor:

Associate Professor  
Anna E. Loukianova

A handwritten signature in black ink, appearing to read 'A. Loukianova', is written over the text of the scientific advisor's name.