**SCIENTIFIC ADVISOR’S REFERENCE**

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| **Program:** | **Master in Management (MIM)** |
| **Student:** | **Marina Likhovolova** |
| **Title of thesis:** | «**THE IMPACT OF PERCEIVED BRAND FOREIGNNESS ON PRODUCT EVALUATION AND PURCHASE INTENTION: THE RUSSIAN MARKET CASE»** |

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| **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 for research is actual, since the concept of perceived brand foreignness has received little attention in Russian academic research. However, this topic is worth further investigating due to its high marketing potential by being integrated as foreign branding strategy. |
| **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. |
| In general the research gives an impression of *a complete and logical study*. The master thesis consists of three well-combined chapters that effectively convey the logic of the research. |
| **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* stated in the thesis *are fully covered* by the represented analysis. The articles and monographs were picked up in accordance with the topic and helped the author to make deep theoretical overview of the current problem. |
| **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. |
| The chosen research method, quantitative study was realized in a proper way. The analysis of the data gathered through a survey allows to make important conclusions about the efficiency of using country of origin effect in branding by companies among Russian consumers. |
| **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 revision of the work showed *the individual approach* of the student to the stated problem. It is shown by the literature that was chosen and analyzed, methodology of the research and the practical application. |
| **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. |
| Thesis produces impression as a creative, practice-oriented work, aimed at achieving practical concrete results. The current research can be seen *as actual and managerially applicable*. The practical research part is preceded by broad theoretical review, analyzing the basis of country of origin effect, its implementation strategy (foreign branding strategy). |
| **Quality of thesis layout.** Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references. |
| The bibliography list in general is rather representative. The articles and monographs were chosen according to the topic and helped student to make a complete theoretical overview on the problem  Master thesis has neat appearance and makes a positive overall impression. All the figures and tables of the paper have sources and references. |
| **Originality of the text.**  The thesis text is original and *does not contain elements of plagiarism* |

The Master thesis of **Marina Likhovolova** THE IMPACT OF PERCEIVED BRAND FOREIGNNESS ON PRODUCT EVALUATION AND PURCHASE INTENTION: THE RUSSIAN MARKET CASE **meets** **the requirements** for master thesis of MIM program, thus the author of the thesis can be awarded the required degree.

04/06/2018

Scientific Advisor

Professor

Starov S.A.

