

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management (MIM)
Student:	Gennady Artemchenko
Title of thesis:	THE IMPACT OF BUSINESS INTELLIGENCE SYSTEMS ON CORPORATE PERFORMANCE OF RUSSIAN COMPANIES

<p>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.</p> <p>Data and analytics are the heart of a today business. The real business value of data is achieved when data enriches decision making that is enhanced by application of analytical techniques implemented in business intelligence systems and some elements of human interaction.</p> <p>Taking into account all above, the master thesis of Gennady Artemchenko seems to be really topical. The title, research problem and research questions are clearly stated. The goal is actual and the tasks are well defined.</p>
<p>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.</p> <p>The structure of the research is divided in to several parts: theoretical background (literature review), methodology and data description, results and conclusions plus appendixes. Both theoretical and empirical part of the thesis are consequently aligned in terms of their structure.</p>
<p>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.</p> <p>This paper is dedicated to the following research problem: identify whether Business Intelligence (BI) solutions used by Russian companies improve their corporate performance. Therefore, the main hypothesis of the research paper is the following: usage of Business Intelligence solutions leads to better corporate performance of Russian companies. Furthermore, 5 research questions arising from the stated problem.</p> <p>To the benefits of the paper one can attribute multiple analytical methods of research applied. Author demonstrates ability to formulate and convey the research problem and to offer options for its solution applying the latest trends in relevant research.</p>
<p>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.</p> <p>Research design was developed in the way that different indicators were included. First, the case study of the company which adopted BI was made. The goal of this part was to understand how BI can possibly influence performance of one particular company. Second, the findings from the case study on a par with other research questions were tested in the semi-structured survey with managers from other BI using companies. Then, finally, financial indicators before and after adoption of BI were evaluated. Research design supports the goal of the paper and corresponds to the research questions which were stated in the beginning.</p>
<p>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.</p> <p>The paper is concentrated on observing how integration of BI solution influences corporate performance of Russian companies. So that, the research is mostly exploratory and is directed on finding possible outcomes from BI integration on overall performance and financial performance. Empirical study will be done in three steps:</p> <ol style="list-style-type: none"> 1. Case study of a company which installed BI solution; 2. Semi-structured survey of key users of BI in other companies; 3. Financial indicators analysis of the companies which installed BI solution.
<p>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.</p> <p>Practitioners can benefit from the list of potential factors of influence and methodology of their</p>

evaluation.
Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.
Layout fulfils the requirements of the Regulations for master thesis preparation and defense. All the tables and figures are properly edited.
Originality of the text. All sources of match identified by the Safe Assign system follow the allowed cases, the paper does not contain any elements of plagiarism.
The thesis text is original and does not contain elements of plagiarism

The Master thesis of Gennady Artemchenko meets the requirements) for master thesis of of Master in Management (MIM) program thus the author of the thesis can be awarded the required degree.

Date 04.06.2018

Scientific Advisor:
Asc. Professor S.A.Yablonsky

