

REFERENCE

For final qualification work of the student of SPbSU

Ekaterina Ivanovna DEVITSYNA

On the topic of GR-STRATEGIES OF TRANSNATIONAL COMPANIES IN RUSSIA
(CASE OF BREWING INDUSTRIES)

The graduation qualification work presented by Ekaterina Ivanovna Devitsyna is dedicated to the current and very interesting topic. Government Relations are a very important part of modern social and political relations. The importance of Government Relations is constantly growing. This trend is typical for Russia. More and more commercial corporations working in Russia use the Government Relations for upholding their interests in public authorities. However, the researches devoted to studying of Government Relations in Russia are still very few.

In the graduate qualification work of Devitsyna E.I. gives a general idea of Government Relations and Lobbyism. The peculiarities of Russian Government Relations are revealed. Moreover, it shows in detail how transnational brewing companies use Government Relations to protect and promote their interests in Russia. The author defines the GR-strategy of multinational brewing companies in Russia and assesses the success of its implementation.

The content of the graduation qualification work of Devitsyna E.I. corresponds to the stated topic. In the present study, stated theme recognizes fully appropriate. The structure of the research tasks is justified and logical. The author considers the actual theoretical and practical problems of Government Relations in Russia. The work is based on a large number of sources and scientific literature in English and in Russian. At the end of the final qualifying work the author makes detailed conclusions, which are interesting both for further studies of the Government Relations, and for practice in the context of optimizing relations between the state and business in Russia.

Successful application of the case studies method by the author to disclose the key characteristics of the Government Relations of transnational brewing companies in Russia is particularly noteworthy. Moreover, it should be noted that the findings of the study are supported by interviews with representatives of transnational brewing companies in Russia responsible for Government Relations.

Final qualifying work of Devitsyna E.I. certainly is estimated as "excellent".

«29» may 2018 r.



signature

Pavroz A. V.