

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	MIB
<b>Student:</b>	Maksim Neskubin
<b>Title of thesis:</b>	Country –of-Origin Effect on Consumer Buying Decision (the Case of Beer)

<p><b>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.</b> 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>The study explores decision-making criteria of Russian consumers buying beer, specifically focusing on the effect of country-of-origin information on purchase decisions. The author identifies a clear gap in the extant literature and also addresses an important methodological limitation affecting the majority of extant studies in the field of country-of-origin effects, presenting an alternative approach that arguably enhances the validity of such studies. The study bears clear implications for both business practitioners and research.</p>
<p><b>Structure and logic of the text flow.</b> Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.</p> <p>The thesis has a well-defined scope and a balanced structure. The theoretical discussion is well aligned with the empirical study, although it could have been built more clearly around the exact research questions to be addressed. The hypotheses are well developed, and base on solid theoretical reasoning.</p>
<p><b>Quality of analytical approach and quality of offered solution to the research objectives.</b> 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>The research questions could have been articulated more clearly; however, the study addresses the gap identified in the literature as well as methodological limitations associated with previous studies meritoriously. The research design and choice of methodology reflect the author's high level of ambition and criticality in evaluating the validity of research findings.</p>
<p><b>Quality of data gathering and description.</b> 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>The data collection is based on extant traditions in country-of-origin research. Collecting data in a live environment certainly involves more effort than the traditional use of hypothetical settings, for which the author deserves particular merit. The data collected, together with the relatively comprehensive literature review conducted, provide a solid basis for the study. The data collection process and the resulting data set are clearly described in the report, and the choice of methods well justified.</p>
<p><b>Scientific aspect of the thesis.</b> 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 thesis provides strong evidence of the author's capability of independent scientific thinking, as well as of his ability to quickly adopt new analytical methods. The research problem and objectives were set by the author independently, and the overall study was conducted in an independent and professional manner.</p>
<p><b>Practical/applied nature of research.</b> 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>The study bears direct implications for both beer producers and retailers, as also discussed in the report. This discussion could have been even further elaborated on, given the richness of the insights stemming from the empirical study.</p>
<p><b>Quality of thesis layout.</b> Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.</p> <p>The thesis layout is clear and fulfils the requirements of a Master's thesis.</p>

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

June 11, 2015



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