

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in International Business Program: Concentration — IL & SCM
Student:	Ján Široký
Title of thesis:	APPLICATION OF COUNTER-MARKETING: CASE OF THE ONLINE VIDEO GAME MARKET FOR RUSSIAN CONSUMERS

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 justification of the topic is supported by facts of variety of addictions that are among different people groups and public/individual needs to get through economic, social and psychological distortions of convenient norms and values. The dangerous long-term consequences are traced and classified. Magnitude and scale of the said consequences are on the way to become catastrophic ones. Therefore, the author has found a sufficient number of arguments to prove actuality of his topic.

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 author has put up a good alignment of thesis' structural parts, namely: having analyzed the sense and scope of counter marketing in the first chapter (with special emphasis on addictions and their producers), the author has focused his attention on the on-line video games market as on the space where the human being addictions are created and developed, where the gamers could be so involved that their behavior and personality become not only irrational but dangerous for the proper gamers and their family/community members. Finally, when the core problem is clear and well-described, the author studies counter marketing foundations, toolkit and its application to the on-line video game market.

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 author has shown his ability to formulate and convey the research problem highlighted from different viewpoints that is justified by the interdisciplinary nature of the phenomenon under consideration where the partial items are twisted together – economic, social, behaviouristic, psychological, medical (up to pathological), and even criminal ones. Then, offering options for counter marketing activities and recommendations for further study is the logical ending of the thesis.

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.

Understanding the relevant data gathering as a part of counter intelligence seems to be very interesting approach that is elaborated in the frame of competitive intelligence traditions. The author's online questionnaire was applied to respondents of Graduate School of Management (Russia), University of Maastricht and University of St. Gallen. However, more attention should be paid to explaining the content of the said questionnaire and measures to liquidate/minimize a strong positive cross correlation between its items.

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.

There are two points that could be used as witnesses of high quality of selecting research tools and methods: 1) the author's model of consumer behaviour driven on one side by seller's marketing activities and, on the other side, by public counter marketing; and 2) marketing model of online video game. Perhaps, the said consumer behaviour model is the most important achievement of the author because this one is based on serious relevant precedent works and corresponding models.

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.

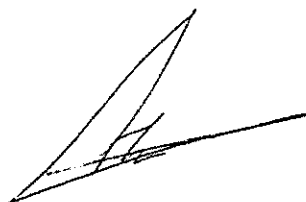
The materials that the author has dig out, analysed, and applied to the problem under consideration and other derived related items have helped him to construct the relevant theoretical framework and then to apply this framework to arrange the well-focused study and then scientifically interpret the empirical results. Besides, some counter-marketing strategies for Russian video games market could be of interest for Russian government agencies and public organizations.

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

The body of the present thesis has its layout that mainly fulfils the requirements of the GSOM Regulations for master thesis preparation and defence.

The Master thesis of Ján Široký meets the requirements for master thesis of Master in International Business program (Concentration — IL & SCM) thus the author of the thesis can be awarded the required degree.

Date: JUN09, 2015



Referee: (Dr., Prof., Vitally Cherenkov)