

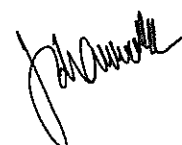
SCIENTIFIC ADVISOR'S REFERENCE

Program:	MITIM
Student:	Artemiy Ovcharenko
Title of thesis:	The Role of the Social Media Marketing in Adding Customer Value at Different Stages of Buying Process on the Example of Construction Company YIT

<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>The study examines opportunities for social media marketing in creating customer value at the different stages of the buying process, concentrating on the case of Russian construction industry and, in particular, the Finnish construction company YIT. The main research problem and the related research objectives are well justified and fit well with the study design. The research questions could be better articulated but also in their present form accurately describe problems addressed in the study.</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 thesis is clear, and the argumentation in general flows logically, although the theory development at times relies rather heavily on individual authors/studies, without proper synthesizing. However, the literature review is relatively comprehensive and provides solid grounds for the empirical study. The proposed framework (presented in the methodology section) summarizes the theoretical approach adopted. The scope of the study is well defined and fits well the aims of a Master's thesis.</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>The research problem is clearly formulated, and the study addresses the stated objectives adequately. The qualitative approach selected fits well with the aims of the study. The research design demonstrates the authors' ability to formulate and address practically relevant research problems in an independent manner.</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>The empirical study is conducted in a rigorous manner. However, direct quotations from the interviews to back up conclusions drawn, usually characteristics of such qualitative works, are lacking from the report. The literature review is relatively comprehensive; however, not all claims are backed up with references. Reflection of the findings vis-à-vis extant theoretical understandings is lacking.</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>All major choices related to the research focus, research problem and questions, research approach, and study design were made by the author in collaboration with the case company. The study demonstrates the author's ability to identify and address practically relevant research problems independently.</p>
<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>The study is practically oriented and carries important implications for the case company, as well as for other companies interested in increasing their use of social media marketing.</p>
<p>Quality of thesis layout. 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 Artemiy Ovcharenko meets the requirements for master thesis of MIB program thus the author of the thesis can be awarded the required degree.

June 11, 2015



D.Sc. Johanna Frösén
Assistant Professor