

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in International Technology and Innovation Management
Student:	Olesya Pishchugina
Title of thesis:	Influence of Corporate Social Responsibility on airline companies' financial performance

<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 topic of the thesis is truly important due to the (1) international development of the responsible innovations, (2) hard theoretical debate on CSR–CFP relationship, and (3) sensitiveness of the airline industry to CSR.</p> <p>The aim of the theses (to provide recommendations to airline companies' managers about CSR dimensions priority for investments) looks accurate and the objectives are defined and subordinated properly.</p> <p>The topic as such looks original and is in line with the hot theoretical debate on CSR–CFP relationship. In general the topic (as an example of particular industry) is covered by the presented research. The aim and objectives are related to the topic.</p> <p>However the very title of the thesis looks too broad (to analyze all influence rather than to prioritize dimensions?) and did not include any direct connections to responsible innovations.</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 research is conducted in a logical manner. The hypothesis are based on the theoretical analysis and carefully tested in the quantitative research. The results and conclusions are directly followed from the study. The theoretical and empirical parts are in good balance.</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 coverage of objectives is quite adequate. The research problem is formulated clearly in spite of complexity related to the combination of three theoretical sources (CSR and stakeholder theory as such, responsible innovation, and CSR-CFP relationship with the related models). The main current trends of these theoretical sources (related to the topic) are analysed and applied to the 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>The research tools and methods are selected properly. The selected secondary data validity is quite adequate. The list of references is complete for the particular thesis based on three different sources. Due to that the author chose only the most important articles and other sources.</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 way of scientific thinking is independent. The conceptual research model can be shared and used for the researches related to CSR–CFP relations in other industries. The quantitative research is made on the mainstream level and the author demonstrated the ability to use the main but typical approaches.</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>

The theoretical background is directly related to the international and Russian practices. The results are just and can be shared for theoretical as well as practical purposes.

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

The main Regulations for the master thesis preparation are fulfilled. The tables, figures, and references are presenter correctly.

The Master thesis of Olesya Pishchugina meets the requirements for master thesis of Master in International Technology and Innovation Management program thus the author of the thesis can be awarded the required degree.

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Scientific Advisor: Yury E. Blagov

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