SCIENTIFIC ADVISOR'S REFERENCE

Program: Master in Information Technologies and Innovation Management
Student: Tuomas Pukkala
Title of thesis: MANAGING CUSTOMER CO-CREATION: EMPIRICAL EVIDENCE FROM FINNISH HIGH-TECH SMEs

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 thesis of Tuomas Pukkala investigates the challenges and opportunities of co-creation practice in finish high-tech companies. The author introduces and motives the topic very well and shows the clear need for this type of research. The focus well defined, its aim and objective very clear.

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 thesis is very well structured. Indeed, it's a pleasure to see how clearly and well the author argues and creates the flow of content throughout the eight chapters of the thesis. The parts of the thesis are well structured and connected. The alignment of the individual parts is seamless.

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 analyses the existing body of research in a very structured and straightforward manner. He derives from the existing literature hypothesis, which have been covered by the existing literature. The hypotheses are highly relevant for both, managerial practice as well as new academic insights.

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.

The author conducted a survey. The question of the survey are well prepared and clearly connected to the theory. The author gained 143 completed answers from a specific user group. The descriptions of the methods, the execution and the analysis are very clear. The results are visualized and directly connected to the developed hypothesis.

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.

The level of clarity and precision with which the author argues is very high. There is a great consistency in the arguments of the author. The results are well discussed and the implications clearly derived. The models that are selected and applied match the objective of the research.

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 research is clearly linked to the managerial challenge of introducing and making best us of co-creation as an innovation tool. The managerial implications from this research are outlined by the author in chapter 6.3 and provide a number of interesting and relevant aspects for innovation management.

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

The thesis is not only well formatted but also shows a great love for details and visualizations that guide the reader.

The Master thesis of Tuomas Pukkala meets the requirements for master thesis of Master in Information Technologies and Innovation Management program thus the author of the thesis can be awarded the required degree.