

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in International Technology and Innovation Management
Student:	Krystsina Selviasiuk
Title of thesis:	Implementation of sustainability-oriented innovations in business — studying organizational and external capabilities: evidence from Poland

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 topic of the thesis is truly important due to the increasing role of sustainability-oriented innovations (SIO) in the development of the responsible business. The aim of the thesis is formulated quite clear: to investigate how do companies apply SOI in practice and what factors can facilitate and enhance engagement in SOI activities. The research objectives are defined and subordinated properly. The topic as such is quite original and completely covered by the presented research. The aim and objectives are directly related to the 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 whole study is organized in quite logic manner, and directly related to the presented research questions. The theoretical and empirical (case analysis/interview) parts are in good balance.

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 coverage of objectives is quite adequate. The research problem is formulated clearly. The author demonstrated abilities to formulate and to cover research problem and to offer options for its solutions. The main trends in current theoretical debate on the nature of SOI and implementation of SOI into core business operations are analysed and applied to the research.

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 research tools and methods are selected properly. The research is completely qualitative and based on the case analysis/interview. The data validity is quite adequate. The list of references is complete.

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.

In general, the author demonstrated the independent way of scientific thinking. The interview structure/interview guidelines are provided by the Deusto Business School. On the one hand it can provide the additional opportunities to use the thesis results in broader international research. On the other hand it creates some limitations for the originality of the very thesis as such. In general the research created a new theoretical knowledge. Nevertheless the research model as well and the used methodology are quite typical and related to the mainstream.

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 theoretical background is directly related to the international and Russian practices. Nevertheless the results are too national specific (Poland) to be directly applied by practical managers outside Poland.

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 Krystsina Selviasiuk 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.

Date: 13.06.2015



Scientific Advisor: Yury E. Blagov

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