Master thesis of Iuliia Shapilova is devoted to investigation of the creativity management process in the creative agencies. Taking into account the importance of managing new ideas efficiently in this industry sector, this research question is topical and relevant. Research problem, purpose and objectives match each other. Research findings provide examples of how small creative agencies from two different countries managing the idea generation process.

The paper is sufficiently structured. It contains five chapters that cover the aims of the project, literature review, methodology, findings and conclusions. Theoretical and empirical parts are balanced.

Iuliia analysed a lot of literature on creativity and related fields. This study follows qualitative and exploratory research strategy, and selected research methods fit with this strategy.

Research tools and methods are based on the qualitative research design. Sample (N = 4) is relatively small but sufficient to address the chosen research question. The data was collected by Iuliia herself. The list of literature covers the vast array of relevant and recent research in the field.

Iuliia demonstrated very independent thinking in developing her research question, selecting the literature and developing the research model. Research model and research tools match each other. The purpose of the study has been reached.

Iuliia developed a number of theoretical and practical implications based on her findings. These findings can be used by the companies from creative industries to improve their processes of managing idea generation.
Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.

Layout fulfils the requirements of the regulations for master thesis preparation and defence; layout of tables, figures and references also fulfils the requirements.

The Master thesis of Iuliia Shapilova meets the requirements for master thesis of Master of International Business program thus the author of the thesis can be awarded the required degree.

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