

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management
Student:	Ekaterina Baranova
Title of thesis:	Specifics of business model for innovative product in biotech sector in Russia

<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 is original and well aligned with the aim and objectives of the research that were defined accurately and studied consistently and logically. The research topic based on a business plan for a certain biotech startup (cancer diagnostics), well aligned with the aim and objectives of the research. The Business plan structure is well defined, strongly reasoned business plan elements are well supported by theoretical studies on business models for healthcare innovative startups.</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 master thesis is logical and well structured. Theoretical background around business model elements to consider for startups is based on the international academic studies as well as Russian business environment specifics well considered. The research conducted in a logical and argued manner, theoretical and empirical parts are well aligned.</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>Research questions are clearly formulated and covered by objectives of the thesis. Biotech innovative product challenges and field research specifics formulated clearly enough and reveal the essentials of the innovative startups business plan approach for forecasting business results. Though the core of the paper is business plan related calculations, the business modelling approach as a whole is based on the theoretical fundament. The research sources involved are relevant and consider latest trends and discussions around startup business models. The conducted analysis and interpretation of findings is well presented in a structured 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>Ekaterina has used appropriate research tools and methods for her study. Data gathered meets the requirements of the thesis's aim and objectives. The list of references complies with the research objectives, is sufficient and well represent the latest scientific discussions in the subject.</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 student showed an independent scientific thinking and her contribution to studying the entrepreneurial specifics of biotech startups is clearly defined. Clearly formulated research gap is well linked with research questions. Methodology is relevant and consistent.</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>Theoretical background is strongly based on the international studies and theories adjusted to national (Russian) industry-related specifics. Thus, the research brings valuable contribution in developing general management expertise in the area. Results of the study are well justified and interpreted, can be useful for both entrepreneurs and venture investors in Russian biotech industry.</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>Layouts of tables, figures and references fulfil the requirements of the Regulations for master thesis.</p>
<p>Originality of the text. All sources of match identified by the Safe Assign system follow the allowed cases, the paper does not contain any elements of plagiarism.</p> <p>The thesis text has uniqueness 99,5% as per Rucontext system, does not contain elements of plagiarism</p>

The Master thesis of **Ekaterina Baranova** meets the requirements for master thesis of MCF program thus the author of the thesis can be awarded the required degree.

Date: 10.06.2021



Scientific Advisor: Dr. Olga V. Makarova