**SCIENTIFIC ADVISOR’S REFERENCE**

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| **Program:** | Master in Management (MIM) |
| **Student:** | Iakovleva Daria |
| **Title of thesis:** | THE SUSTAINABILITY OF THE BLUE OCEAN STRATEGY |

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| **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. |
| Justification of the topic choice; 8/10  Accuracy in defining the aim and tasks of the thesis; 9/10  Originality of the topic and the extent to which it was covered; 10/10  Alignment of the thesis’ topic with the Aim and objectives was perfect along with its execution and discussion. 10/10 |
| **Structure and logic of the text flow.** |
| Logic of research; 9/10  full scope of the thesis; 9/10  alignment of thesis’ structural parts, i.e. theoretical and empirical parts. 9/10 |
| **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. |
| Adequacy of objectives coverage;9/10  Ability to formulate and convey the research problem; 9/10  Ability to offer options for its solution; 9/10 |
| **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. |
| Quality of selecting research tools and methods; data validity adequacy; 8/10  adequacy of used data for chosen research tools and methods; 8/10 – the student made a bold choice to use consultants as primary data source that is innovative and truly well justified in the text. Although as every method it might have certain limitations (as addressed in the text) it has great benefits in avoiding many forms of bias and being more objective.  completeness and relevance of the list of references.10/10  Analytic conclusions and implications discussion along with limitations and future research suggestion. |
| **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. |
| Independent scientific thinking in solving the set problem/objectives; 10/10  the extent to which the student contributed to selecting and justifying the research model (conceptual and/or quantitative),  developing methodology/approach to set objectives. 9/10  Clear contribution both for theorists and practitioners |
| **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. |
| Extent to which the theoretical background is related to the international or Russian managerial practice;--> 8/10  development of applied recommendations;--> 8/10  justification and interpretation of the empirical/applied results.->9/10 |
| **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, -->10/10  correct layout of tables, figures, references.-->10/10 |
| **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. |
| Yes, correct. |

The Master thesis of **Iakovleva Daria** meets the requirements for master thesis of MIM program thus the author of the thesis can be awarded the required degree.

Date: 15/06/2021

Scientific Advisor: Dr. Ioannis Christodoulou