**REFERENCE**

**on the Thesis prepared by 4th year student of**

**St. Petersburg University Graduate School of Management**

**Student: Jietian Yue**

**Topic: Defensive Marketing Strategy Design: Mitigate and Overturn Disruptive Technologies**

**38.03.02 «Management» area of studies, International Management Bachelor program**

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| **Student manifestation of autonomy and initiative when working on the Thesis:** | **x The student has shown initiative in the formulation of the managerial problem, goal and objectives of the Thesis**   * In total, the Thesis was performed by the student independently, with active consultation with the supervisor * The student did not provide the initiative while working on the Thesis |
| **The intensity of interaction with the supervisor:** | * Continuous interaction   **x Irregular interaction**   * Interaction was close to absent * Other: |
| **Respecting the schedule of the Thesis workflow:** | **x Fully compliant**   * Partially compliant * Does not match |
| **Timeliness of the final submission of the Thesis to the supervisor:** | * On the eve of the Thesis defense * On the day of the deadline for the Thesis submission   **x** **One day before the deadline for the Thesis submission**   * Two days before the deadline for the Thesis submission * Three days or more before the deadline for the Thesis submission |
| **The degree of achievement of the Thesis goal:** | **x Fully achieved**   * Partially achieved * Not achieved |
| **Compliance of the Thesis content with the requirements:** | **x** **Fully compliant**   * Partially compliant * Does not match |
| **Compliance of the Thesis layout with the requirements:** | **x Fully compliant**   * Partially compliant * Does not match |

**Special Comments**: Jietian developed the topic, goals, objectives, etc. by himself. Hence, Jietian displayed a high degree of independence in working on the thesis. My only negative comment in this table was that Jietian and I had irregular interaction. I chose this option because in the several months before the pre-defense, we had minimal interaction. But after the pre-defense, we were in regular contact about the thesis.

**General Conclusion**: The work by student Jietian Yuemeets the requirements for Bachelor diploma thesis in the area of studies 38.03.02 “Management”, program International Management.

Advisor: Jeff Downing, Ph.D., associate professor, Department of Finance and Accounting

June 7, 2022