**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
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| **The intensity of interaction with the supervisor:** | * Continuous interaction

**x Irregular interaction*** Interaction was close to absent
* Other:
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| **Respecting the schedule of the Thesis workflow:** | **x Fully compliant*** Partially compliant
* Does not match
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| **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
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| **The degree of achievement of the Thesis goal:** | **x Fully achieved*** Partially achieved
* Not achieved
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| **Compliance of the Thesis content with the requirements:** | **x** **Fully compliant*** Partially compliant
* Does not match
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| **Compliance of the Thesis layout with the requirements:**  | **x Fully compliant*** Partially compliant
* Does not match
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**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