

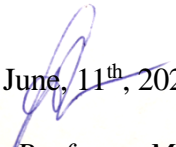
SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management (MIM)
Student:	Santa Merika
Title of thesis:	INVESTIGATION OF THE EXIT STRATEGIES OF INTERNATIONAL BRANDS FROM RUSSIAN MARKET BASED ON CONSUMERS' BRAND PERCEPTION

<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 choice of the topic is well justified both from theoretical perspective and practical relevance.</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 thesis is structured around the focus on the exit strategies and potentially related brand capital and brand loyalty, followed by the research design presentation and results analysis. .</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>The approach to thesis writing includes both development of a classification of exit strategies, and development of reasoning on connecting the strategies with the brand related outcomes.</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>Data collection is rather well presented in the text – all steps are described and documented.</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>Thesis aims to add to two fields of studies – international management and marketing. The task is ambitious, and there definitely is a lot to add to discussion – as besides theory, thesis addresses the newest empirical examples and evidence.</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>Practical value of the study is very high for various sides of stakeholders in the marketplace.</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>Thesis layout meets the requirements of the program.</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>Degree of originality is 88,7%, and most part of the non-original content is presented by quotes (7,19%).</p>

The Master thesis of Santa Merika meets for master thesis of Master in Management program thus the author of the thesis can be awarded the required degree.

Date


June, 11th, 2023

Scientific Advisor: *Associate Professor Maria M. Smirnova*