

REFERENCE

on the Thesis prepared by 4th year student of
St. Petersburg University Graduate School of Management

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Topic: Improving domestic and international competitiveness of Nexign company
38.03.02 «Management» area of studies, International Management Bachelor program

Student manifestation of autonomy and initiative when working on the Thesis:	<input type="checkbox"/> The student has shown initiative in the formulation of the managerial problem, goal and objectives of the Thesis <input type="checkbox"/> In total, the Thesis was performed by the student independently, with active consultation with the supervisor <input type="checkbox"/> The student did not provide the initiative while working on the Thesis
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Special Comments: The thesis is devoted to the problem of improving domestic and international competitiveness of the Nexign company. However, the notions of domestic competitiveness and international competitiveness in the paper are not properly delineated. All the analyses are applied in general and the level of development is not deep. For instance, what is the particular context to which the Porter's analysis is applied? Is it really only 2 factors that exist in the economic or political blocks of PESTEL for CIS? Are the PESTEL factors homogenous for all the CIS countries? How were the KSF defined? On which grounds the VRIO analysis was performed? Is 4 basic practical recommendations really enough to enhance domestic and international competitiveness? In my opinion, these recommendations should have been elaborated much deeper.

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

Scientific Advisor: Karina A. Bogatyreva, PhD, Associate Professor, Director of the Center for Entrepreneurship, Academic Director of the Doctoral Program

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