**REFERENCE**

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

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

 **Student: Pavlova Valeria Evgenievna**

 **Topic: «** **Modern marketing technologies as a factor of attracting and retaining the attention of generation Z »**

**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:** | * 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

* Irregular interaction
* Interaction was close to absent
* Other:
 |
| **Respecting the schedule of the Thesis workflow:** | * 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
* 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:** | * Fully achieved

* Partially achieved
* Not achieved
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| **Compliance of the Thesis content with the requirements:** | * Fully compliant
* Partially compliant

* Does not match
 |
| **Compliance of the Thesis layout with the requirements:**  | * Fully compliant
* Partially compliant

* Does not match
 |

**Special Comments**: Valeria Evgenievna during her work on her final qualification work demonstrated responsibility and consistency in achieving the goal

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

Scientific Advisor:

Date: 03.06.2024