**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 |
| **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 |
| **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