

REFERENCE

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

Student: **Uvarov Daniil**

Topic: **Development an online promotion strategy for “Cabana Burgers” restaurant**
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"/> <u>The student has shown initiative in the formulation of the managerial problem, goal and objectives of the Thesis</u> <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
The intensity of interaction with the supervisor:	<input type="checkbox"/> <u>Continuous interaction</u> <input type="checkbox"/> Irregular interaction <input type="checkbox"/> Interaction was close to absent <input type="checkbox"/> Other:
Respecting the schedule of the Thesis workflow:	<input type="checkbox"/> Fully compliant <input type="checkbox"/> <u>Partially compliant</u> <input type="checkbox"/> Does not match
Timeliness of the final submission of the Thesis to the supervisor:	<input type="checkbox"/> On the eve of the Thesis defense <input type="checkbox"/> On the day of the deadline for the Thesis submission <input type="checkbox"/> One day before the deadline for the Thesis submission <input type="checkbox"/> Two days before the deadline for the Thesis submission <input type="checkbox"/> <u>Three days or more before the deadline for the Thesis submission</u>
The degree of achievement of the Thesis goal:	<input type="checkbox"/> <u>Fully achieved</u> <input type="checkbox"/> Partially achieved <input type="checkbox"/> Not achieved
Compliance of the Thesis content with the requirements:	<input type="checkbox"/> <u>Fully compliant</u> <input type="checkbox"/> Partially compliant <input type="checkbox"/> Does not match
Compliance of the Thesis layout with the requirements:	<input type="checkbox"/> <u>Fully compliant</u> <input type="checkbox"/> Partially compliant <input type="checkbox"/> Does not match

Special Comments: Daniil is very interested in the research and did his best to propose recommendations that can be comprehensible and applicable for the company.

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

Scientific Advisor: **Anastasia A. Petrova-Savchenko**

Date: **04.06.2024**

