**REFERENCE**

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

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

 **Student: Shitikova Alyona Romanovna**

 **Topic: “Formation of multi-channel sales strategy for the pet nutrition business unit within the international FMCG company operating in the Russian Federation”**

**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
 |
| **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**:

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

Scientific Advisor:  Verkhovskaya O. R.

Date: 03.06.2024