

## REFEREE'S REVIEW

<b>Program:</b>	Master in Management (MIM)
<b>Student:</b>	Anastasiia Korshunova
<b>Title of thesis:</b>	Building customer-centred communication framework for hi-tech companies during market entry phase

<b>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.</b> Justification of the topic choice; accuracy in defining the aim and tasks of the thesis; originality of the topic and the extent to which it was covered; alignment of the thesis' topic, aim and objectives.	5	4	3	2
<b>Structure and logic of the text flow.</b> Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.	5	4	3	2
<b>Quality of analytical approach and quality of offered solution to the research objectives.</b> Adequacy of objectives coverage; ability to formulate and convey the research problem; ability to offer options for its solution; application of the latest trends in relevant research are for the set objectives.	5	4	3	2
<b>Quality of data gathering and description.</b> Quality of selecting research tools and methods; data validity adequacy; adequacy of used data for chosen research tools and methods; completeness and relevance of the list of references.	5	4	3	2
<b>Scientific aspect of the thesis.</b> Independent scientific thinking in solving the set problem/objectives; the extent to which the student contributed to selecting and justifying the research model (conceptual and/or quantitative), developing methodology/approach to set objectives.	5	4	3	2
<b>Practical/applied nature of research.</b> Extent to which the theoretical background is related to the international or Russian managerial practice; development of applied recommendations; justification and interpretation of the empirical/applied results.	5	4	3	2
<b>Quality of thesis layout.</b> Layout fulfils the requirements of the Regulations for master thesis preparation and defense, correct layout of tables, figures, references.	5	4	3	2

Each item above is evaluated on the following scale, as applicable: 5 = the thesis meets all the requirements, 4 = the thesis meets almost all the requirements, 3 = a lot of the requirements are not met in the thesis, 2 = the thesis does not meet the requirements.

### Additional comments:

The study is based on a large amount of theoretical material. The author has well studied the market and conducted potential customer interviews. The master thesis demonstrates a high level of theoretical training. At the same time, the strategy of a startup should include non-standard marketing solutions. Unfortunately the thesis contains only a set of standard actions and recommendations that are insufficient for practical purposes at the market entry phase.

Master thesis of Anastasiia Korshunova meets the requirements of the Master in Management program, and according to the reviewer's opinion deserves a/an "good C" grade, thus the author can be given the desired degree.

Date 2016/06/03



Referee:

Andrey R. Fedorov, Digital Design Ltd, Founder and Chairman of the Board.