

REFEREE'S REVIEW

Program:	Master in International Business
Student:	Onokhina Ekaterina
Title of thesis:	Dynamic Pricing in Lodging Industry (Case of European Hotels)

Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis. 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
Structure and logic of the text flow. Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.	5	4	3	2
Quality of analytical approach and quality of offered solution to the research objectives. 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
Quality of data gathering and description. 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
Scientific aspect of the thesis. 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
Practical/applied nature of research. 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
Quality of thesis layout. 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 = excellent, 4 = good, 3 = satisfactory, 2 = poor.

Additional comments:

Please, elaborate on the above mentioned criteria (about 500 words)

The research paper is well structured. It consists of the introduction, the chapter, where the pricing policies in hospitality industry are analyzed in detail, the chapters devoted to empirical analyses of pricing behavior of hotels. The author used two different approaches to dynamic pricing decision making and create two different samples. The survey to industry professionals helps to investigate the factors around pricing decisions. The quantitative research is conducted to compare subsamples. The discussion on results of the analysis is followed by conclusions and propositions for future research. The parts of the chapters are logically interconnected and their content contributes to the achievement of the research goal.

But there are some remarks on the paper.

The sample of industry professionals consists of different types of managers (p.39). It seems to us that general managers and managers responsible for revenue or sales may have different opinions towards best practices in pricing.

The managerial recommendations quite obvious, the author can improve this section and try to answer *how* managers have to take into account multitude of factors in dynamic pricing.

Master thesis of Onokhina Ekaterina meets the requirements of MIB program, and deserves an "excellent" grade, thus the author can be given the desired degree.

25/09/11



Associate professor

Olga Verkhovskaya