

SCIENTIFIC ADVISOR'S REFERENCE

Program:	MIB
Student:	Anna Abramishvili
Title of thesis:	Development of marketing strategy for multi-sided recruitment platform based on customer development process at ResumUP

<p>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.</p>
<p>Topic choice is very actual, due to the increasing value of multisided platforms for companies from wide set of industries.</p>
<p>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.</p>
<p>The research is logic, all three parts of the research: literature, research methodology and study results are aligned with each other, theoretical and empirical parts are well balanced though fuzzy in delivering.</p>
<p>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.</p>
<p>Literature review is provided on a good level, all latest research on topic were found, analyzed, structured and served as a basis for theoretical framework development.</p>
<p>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.</p>
<p>The sampling approach is well justified, author managed to get responses from 98 job-seekers to analyse the preferences of the users to a new online recruitment service in the customer development process.</p>
<p>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.</p>
<p>In general, student possessed good ability to work as independent researcher especially in selecting and justifying the research topic, setting objectives, processing the results. Author reveals the ability to work in highly multidisciplinary environment and wide spectrum of interests. Sometimes the scope of interdisciplinary issues exceeds the ability to present findings in an attractive and clear way.</p>
<p>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.</p>
<p>The thesis has both theoretical and practical value. Student developed theoretical framework in order to reveal the most vital part of marketing strategy for multisided recruitment platforms (customer development) and applied the framework to solve a real life problem. The research meets practical objectives of ResumUp startup company that is seeking for the opportunities to enter the market of online recruitment. The recommendations on market strategy development provided by student are implemented in strategic marketing plan at ResumUp. Thus the author has managed to contribute to decision making at highly innovative company.</p>
<p>Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.</p>
<p>In general layout fulfils the requirements of the Regulations for master thesis. Some misprints may occur.</p>

The Master thesis of Anna Abramishvili meets the requirements for Master in International Business program thus the author of the thesis can be awarded the required degree.

Date
16.06.2013

Scientific Advisor:
Asc. Professor
Sofya V. Zhukova

