

REFEREE'S REVIEW

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

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:

1. This work is missing *digital* marketing strategy. For multi-sided network platforms we need to create *digital* marketing strategy of using a variety of digital channels such as email, web, social networks, etc. with marketing goals and metrics.
2. Social networks is a main distribution channel for ResumUp but there is no any analysis and discussion of *social marketing strategy* in the work.
3. There is no competitor analysis in the thesis. ResumUp tries to beat well-established competitors like *Kinzaa*, *Emurse* and *Get Noticed First* by letting users create resumes without having to type half as much.
4. Some figures (for example, Figure 5. Framework for marketing strategy development for multi-sided platforms) are not finished and have blank boxes.

Master thesis of Anna Abramishvili meets the requirements of MIB program, and deserves an "*satisfactory*" grade, thus the author can be given the desired degree.

Date: 16/06/2013

Referee: Associate professor Sergey Yablonsky

