

REFEREE'S REVIEW

Program:	Master in International Business Program
Student:	Dmitry D. Alexandrovich
Title of thesis:	« Influence of relationship marketing on international companies' performance: case of Russian B2B pharmaceutical market»

<p>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>The chosen <i>topic is actual</i> . Although a lot of different studies have found out the main goals, processes and outcomes of relationship marketing applicable to B2C markets, there is still little attention being paid to the potential added value an organization can receive using relationship marketing in B2B market segments .</p> <p>The hypothesis that relationship marketing influence performance had not been tested before for international pharmaceutical manufacturers in B2B segment of Russian pharmaceutical market.</p> <p>The goal required <i>several objectives</i> to be investigated <i>but not all of them</i> were formulated to logically reflect the steps of the study.</p>	5	4	3	2
<p>Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.</p> <p>The <i>structure is logically built</i> (except the chapter 2) as it goes from the general issues of the topic and comes to more precise ones. Introduction and conclusion are also interdependent as the conclusion makes an overview on the main findings and gives the answers to the problems stated in the introduction.</p>	5	4	3	2
<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>The <i>objectives</i> stated in the thesis <i>are fully covered</i> by the represented analysis. Due to the theory overview the student came up to some specifications and problems that exist nowadays. As for the bibliography list, it looks representative as it includes various sources of publications. The articles and monographs were picked up in accordance with the topic and helped the author to make deep theoretical overview of the current problem.</p>	5	4	3	2
<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>This research has the data collected from private- and open- access databases, questionnaires and other sources, displaying 5 companies, which are among the main players on Russian pharmaceutical market.</p> <p>Proposed hypothesis was tested by a case study-based qualitative analysis.</p>	5	4	3	2

<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>The <i>objectives</i> stated in the paper <i>are fully covered</i> by the represented analysis. Due to the theory overview the student came up to some specifications and problems that exist nowadays. As for the bibliography list, it looks representative as it includes various sources of publications. The articles and monographs were picked up in accordance with the topic and helped the author to make deep theoretical overview of the current problem.</p> <p>The revision of the work showed the individual approach of the student to the stated problem. It is shown by the literature that was chosen and analyzed, methodology of the research and the practical application.</p> <p>The main finding of this paper is that those firms who implement long-term and mutually beneficial relationship marketing strategies enjoy stable performance, with a clear and visible progress over years, since localization and collaborative R&D efforts' implementation.</p>	5	4	3	2
<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>Thesis produces impression as a creative, practice-oriented work, aimed at achieving practical concrete results. But the practical recommendations on the issue and their realization <i>were not</i> developed to the full extent, they have some restrictions.</p>	5	4	3	2
<p>Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defense, correct layout of tables, figures, references.</p> <p>Master thesis has neat appearance and makes a positive overall impression. All the figures and tables of the work have sources and references</p>	5	4	3	2

Each item above is evaluated on the following scale, as applicable: 5 = excellent, 4 = good, 3 = satisfactory, 2 = poor .

General conclusion: The Master thesis of **Dmitry D. Alexandrovich «Influence of relationship marketing on international companies' performance: case of Russian B2B pharmaceutical market»** meets the requirements for master thesis of MIB program and deserves an *excellent* grade, thus the author of the thesis can be given the required degree. 08/06/2013

Referee:
Associate Professor



Starov S.A.