

SCIENTIFIC ADVISOR'S REFERENCE

Program:	MIB
Student:	Almpanopoulou Argyro
Title of thesis:	Exploring the value co-creation in service ecosystem context: the case of the information technology sector

<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>The title, research problem and research questions are clearly stated. The goal is actual and the tasks are well defined.</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 thesis is structured in a logical way. In theoretical part author is starting with literature review and research on value creation. Particular attention is paid to solution systems for delivering value to the customers and factors that affect the co-creation of integrated solutions within business networks. Author analysed the conceptualization of value creation in business, from supply chain perspective to value ecology/networks and business ecosystem concept. The theoretical part is finalized with the discussion of value creation in service ecosystems. Empirical part of the thesis starts with justifying the methodology and then presenting results and discussion. Author utilized Group Decision Support System (GDSS) and Analytic Hierarchy Process (AHP) methods.</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>Author proved quality of analysis of theoretical part of this work. The presented research findings and their interpretation provide relevant research for the set objectives.</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 data collection process includes a seminar, in-depth interviews, one workshop and gathering of publicly available data about the case ecosystem and its business setting. Key managers of the case company and experts in the fields of business process management, value networks, supply chain management and service management participated in the process.</p> <p>Main limitation of this study is related to its research method, as single case study of a small Finnish company eCraft does not allow generalization of the findings. The list of references is complete and relevant.</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>Research methods are justified and research results are related with the aim/objectives of the study.</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 theoretical background is related to the international managerial practices.</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>The title, research questions and hypothesis are clearly stated.</p>

The Master thesis of Almpanopoulou Argyro meets the requirements for master thesis of MIB program thus the author of the thesis can be awarded the required degree.

Date: 15/06/2013

Scientific Advisor: Associate professor Sergey Yablonsky

