

REFEREE'S REVIEW

Program:	MIB
Student:	Anatskaya Anna
Title of thesis:	Digital Marketing Strategy for Luxury Cosmetic Brand in Russian Market: Case study of Lancôme

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:

The thesis is generally aimed at an interesting and trendy topic of Digital Marketing with well-defined research framework. The literature overview is done in a good academic style. Language of the thesis is fluent. The author has developed some practical managerial recommendations based on discovered regularities of the survey. The quality of the thesis layout is rather professional but the structure is totally unbalanced. Different parts of the thesis are not well logically connected. The presented conclusions are well structured, justified and lack errors. Reliability and validity issues related to empirical study are not discussed but the overall impression of the thesis is positive.

Master thesis of Anna Anatskaya meets the requirements of MIB program, and deserves a "good" grade, thus the author can be given the desired degree.

Date: June 17 2013



Referee:

Prof. T. Gavrilova