

SCIENTIFIC ADVISOR'S REFERENCE

Program:	MITIM
Student:	Vasily Akulov
Title of thesis:	Russian market entry decision for an e-business company, the case Ampparit

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.

The master thesis by Vasily Akulov is devoted to the study of foreign operation methods for the Russian E-business market. The Ampparit Inc. was selected as the case company which operated in the e-commerce B2B market with the media monitoring services.

The topic relevance can be considered as high due to current trend of internationalization of high tech and internet companies and of rise of the activity at the e-markets.

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.

The thesis consists of seven parts where the first is introduction, second contains the theory, third is about e-business, fourth presents the growth strategies, fifth explains the methodology, sixth contains the empirical results, and the seventh concludes.

The structure of the thesis is not always logical – the introduction of the Ampparit is given as the last subsection of the chapter 3.

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.

The research questions stated by author were: a) which factors do effect on the market entry decision, and b) how to enter Russian market for e-business company?

The focus of analysis was on the Russian market for e-companies analysis and recommendations for Finnish company elaboration. Author has generally met objectives and hence the main aim can be also considered as fulfilled. At the same time, the research problem remained vague, and the solution offered are not clear.

The methodology part still requires better explanation. The first research question is already fully covered in the literature and hence does not make sense.

Parts 4.1. and 4.2. of the chapter 'Growth strategies' are rather the chapter from manual than the analysis of the entry modes and strategies aimed to the understanding of how it works in e-business.

The chapter 5 on the research methodology (p.50 - ...) is too late in the thesis – we needed to see earlier what will be the research path in this paper.

Chapter 6 'Empirical results' (pp.55-75) contains too detailed overview of the economic development in Russia and analysis of Russian e-markets (pp.55-66). This does not fully reflect

the real empirical work of author.
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>The research validity is approved by the use of the secondary and primary data.</p> <p>The theoretical framework is scarce, figure 1 does not give the understanding of the need to use particular theories.</p> <p>It is not clear why the part on e-business describes so rigorously the various types of e-business.</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>The independent thinking and working was demonstrated by author while writing the thesis.</p> <p>Chapters mostly do not contain the generalizations or conclusive issues – this makes them eclectic and unrelated with each other.</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.
The practical nature of the thesis is high. Results of the thesis can be partly applied by managers of e-companies besides Ampparit when considering international expansion.
Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.
The layout of the thesis is generally good.

The Master thesis of Vasily Akulov meets the requirements for master thesis of MITIM program thus the author of the thesis can be awarded the required degree.

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Dr. Andrei Panibratov
Associate professor
GSOM

