

REFEREE'S REVIEW

Program:	Master in International Technology and Innovation Management
Student:	Igor Zibarev
Title of thesis:	Supplier Relationship Management on the Russian Market: a Hardware Distributor's Perspective

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.	4		
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.	4		
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.	4		
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.		3	
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.	4		
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		
Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defense, correct layout of tables, figures, references.	4		

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

Additional comments:

The paper is written on quite interesting topic. This topic is of particular interesting by many western and Russian researches, including GSOM SPbU. It seems that the author likes the topic and paid a lot of time and efforts for it. The paper is well-written, it has good literature review, quite interesting case study, it is very-practical oriented (with a good case analyses of customer relationship management) however there are some aspects that I have to mention. Starting with the aim and the tasks of the paper – I haven't find anything, but research questions. The research questions itself are only practical-oriented (any tasks in theoretical part?) and are not really deep. Structure and logic of the paper is quite good, I suppose, however, some of the parts are missing (methodology, for instance, or conclusions as a separate part might be another example).

Talking about quality of analyses, presented in the paper, I have to note, that sometimes the author just lists theoretical concepts of different authors without any comments from his own side (see p. 11). What is particularly said is that the author is able to finish the chapter (2) with such list. I would suggest to conclude with own words and ideas in such case.

Sometimes the text is oversimplified. For instance, the author describes BCG matrix or GE-McKinsey matrix. I suppose the author doesn't need to write about such well-known things in such an advanced and qualified work as Master Thesis in Graduate School of Management of St. Petersburg

University. Besides, there are some misprints and not very careful design of tables and pictures (see pages 7, 18, 34, 35 for examples).

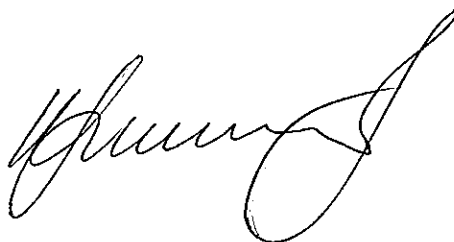
Methodology is, probably one of the weakest points of the paper. First of all, methodology is described only on one page (p.3). Second, methodology itself is 90% desk research or, at least, it seems like that. The author has no individual interviews with the company's representatives. All interviews are made by Skype (voice service?) or e-mail. I doubt about depth and structure of these interview. Absence of the name of the company (I didn't find it) pushes me to the idea that it is virtual company.

Reference list is good enough, but I think it would be good to see author's scientific advisors' papers in this list, though there are several of them on this topic published in peer-review journals.

Finally, the conclusions are quite poor. First of all, there is no separate section for conclusions. Secondly, the conclusions have disruptive character (they describe what was done by the author) and conclusions should be about results, solutions, etc.

Master thesis of Igor Zibarev meets the requirements of MITIM program, and deserves a good grade, thus the author can be given the desired degree.

Referee

A handwritten signature in black ink, appearing to read 'Konstantin V. Krotov', written in a cursive style.

senior lecturer
Konstantin V. Krotov