

REFEREE'S REVIEW

Program:	Master of International Business
Student:	Olesya A. Bakharevskaya
Title of thesis:	Marketing Communications and Conspicuous Consumption: The Case of World Luxury Empires Promotion

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		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 of Olesya Bakharevskaya is focuses on the marketing communications for conspicuous consumption on the example of luxury brands and specifically focusing on the features that attract and retain conspicuous consumers. It begins with introduction, including overview of the theoretical part and research. The author describes the goal and objectives of the research and methodology used in the paper. In general the introduction is week written and can be extended by clarifying objectives, research problem and main research question.

The main part of the thesis is clearly structured and consists of the chapters. First chapter provides solid theoretical analysis in support of the chosen research topic. The theory used by the author covers key aspect of the topic and reviews main models in the theory. The author clearly sees the main gaps in the literature and gives good analysis of the theory.

The second chapter is an overview of the modern luxury market. Although the review is quit solid, there is a feeling that it may be a little bit compressed in the review part and extended with author individual opinion. However the chapter covers main players on the luxury markets and describes key market trends.

The third part is the research that the author has conducted in order to support the ideas of the thesis. The aim of the research is "to identify the specific traits of marketing communications typical for the world top players on the luxury market". As the result of the research author develops explanatory guidelines "that associate certain conspicuous consumption drivers with the success of marketing communications campaigns aimed at conspicuous consumers". The topic of the research is relevant to the thesis topic and the conclusions correspond with research aim and questions. But although the research design is very good and author describes it very specific, the conclusions especially are too broad. The quality of analytics may be improved but in general the second part of the work can be evaluated as good.

The thesis revision clearly shows author style and individual approach to the stated problem. Author has shown its ability to build own theoretical frameworks, critically analyze current literature, evaluate the gaps in the theory and propose own scientific ideas.

The literature is carefully referenced and a comprehensive bibliography contains all the key papers. The paper is neatly designed according the official rules and is very pleasant to read.

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

Date 16.06.2011



Referee:

Associate Prof. Sergey A. Starov