

REFEREE'S REVIEW

Program:	MIB
Student:	Ekaterina Kudryavtseva
Title of thesis:	Global fashion as a factor of the formation of conspicuous consumption

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:

Please, elaborate on the above mentioned criteria (about 500 words)

The thesis is aiming to identify the main fashion factors forming conspicuous consumption. Author is deliberately selection fashion factors as main focus of the research.

The thesis is demonstrating a responsible, high quality approach of researcher to the study. This is reflected in the quality of thesis content, structure, and layout. The structure of the thesis is built in accordance with the aim and research objectives.

Theoretical part is representing a profound theoretical investigation on the roots and nature of conspicuous consumption, features of conspicuous consumer; factors, affecting consumption and particularly the role of fashion; categories of fashion consumers are analyzed. One of the thesis strong sides is Author's position reflected throughout the text flow, comments and interpretation of existing theories and previous research results. Despite a very narrow topic, Author has been able to identify a selection of research references which were included in the thesis.

Empirical research has been conducted by applying a number of methods for building up the questionnaire, sampling, collecting and analyzing the data. Author is justifying selection of methods by describing their strong and weak sides. To large extent the research has explorative nature, which does not require pre-defined hypotheses, but is rather focused on getting new knowledge, new information, relevant for the study. A limitation of the study is a sample, which is still justified by the Author and can

be explained by the type of research (qualitative) and specifics of the subject under analysis (conspicuous consumption). All the materials, illustrating the research process – questionnaire filters, support materials, interviews transcripts, results of textual – are included in appendices to the thesis. This approach demonstrates an professional research attitude.

Another strong side of the thesis is that results of the qualitative study are used for insights generation, e.g. segments description, with high practical importance. These segments need to be proved in future research, but as insight generation technique is has been performed properly.

Based on the insights generated within empirical study, Author is focused on preparing recommendations for international companies, interested in Russian market. This part is a well performed and a very detailed listing of the main suggestions, based on the research results. Besides recommendations, all the appendices, related to empirical research and included in the thesis, provide interesting insights for both researchers and practitioners, interested in the field of conspicuous consumption and fashion, and might be valuable contribution to research projects, implemented in this area.

We might recommend to Author to avoid such a long conclusion, as presented in the thesis, but on another hand it contains all the main points, including conclusions from theoretical and empirical analysis, and recommendations.

All in one, the thesis is representing a complete, independent research project, including high quality theoretical and empirical parts; provided with all the support materials, related to empirical study. Author has demonstrated a logical text flow, own comments, interpretation of results and practical recommendations.

Master thesis of Ekaterina Kudryavtseva meets the requirements of MIB program, and deserves an “excellent” grade, thus the author can be given the desired degree.

Date June, 16th 2011



Referee: *Associate Professor Maria M. Smirnova*