

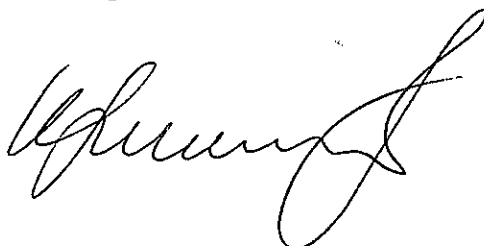
SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in International Business
Student:	Olga Kuznetsova
Title of thesis:	B2B brand perception by buyers and sellers: The case of INOA brand

<p>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.</p> <p>Master paper of Olga Kuznetsova is written on the topic of "B2B brand perception by buyers and sellers: The case of INOA brand", which is from one hand is interesting from theoretical perspective (analyses of the theory of b2b branding); on the other hand valuable from practical perspective (her research has very particular implementation). The aim of the paper is defined pretty well. Most of the objectives and questions are covered in the text. The author is quite enthusiastic about the topic of b2b branding and research.</p>
<p>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.</p> <p>The paper has classic structure, is well structured. The paper includes three parts: literature review, methodology of the research and practical part that covers practical findings and recommendations. Sometimes, the logic of the paper is not very clear, so the reader has to pay some attention to get to the core of the paper, however at the end; the author's idea looks very elegant, adequate and interesting.</p>
<p>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.</p> <p>I suppose that Olga showed the ability to formulate and convey the research problem. The solution is quite practically-oriented and deep.</p>
<p>Quality of data collection 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> <p>The data is collected from real survey and valuable from my point of view. The reference list is relevant and full.</p>
<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> <p>The paper has practical orientation, thus the scientific aspect is not really the strength of the paper. However, I suppose Olga made a good attempt to undercover theoretical background of b2b branding, brand perception and integrating these two topics using the example of L'Oreal professional brand. She tried to analyse existing brand perception models and develop her own model. At the end she got adequate results that is now using in the company.</p>
<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.</p> <p>Practical level of research is pretty high. Olga is able implements the recommendations in her everyday work, which I suppose is the best and most objective result that might be.</p>
<p>Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.</p> <p>Quality of layout is good; however, there are some misprints and mistakes in thesis layout.</p>

The Master thesis of Olga Kuznetsova meets the requirements for master thesis of MIB program thus the author of the thesis can be awarded the required degree.

Scientific Advisor:



senior lecturer

Konstantin V. Krotov