

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in International Business
Student:	Alexander Onokov
Title of thesis:	The application of origin effects in the development of Russian luxury brands in the internationalisation process

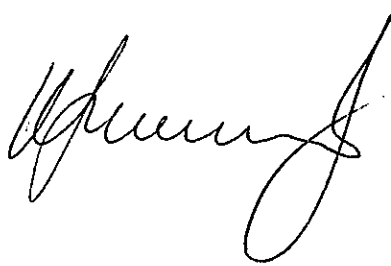
<p>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis. Justification of the topic choice; accuracy in defining the aim and tasks of the thesis; originality of the topic and the extent to which it was covered; alignment of the thesis' topic, aim and objectives.</p>
<p>Master paper of Alexander Onokov "The application of origin effects in the development of Russian luxury brands in the internationalisation process" is devoted to interesting and multidisciplinary topic. On one hand it is interesting from theoretical perspective (Alexander did a good job analysing origin effects, classifying them, etc.), on the other hand – from the practical perspective (interesting for Russian companies, that are working for luxury market, especially those that are oriented on international market). The importance of the topic is well argued. The aim of the paper is defined in accurate and coherent way. The objectives are aligned with the aim.</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 includes three parts: literature review, research methodology and research findings. The paper structured well and the text is coherent. The logic of the research is clear: Alexander takes an interesting problem for a very specific luxury market (actually the practical question is very clear: "how to develop a brand for Russian luxuries to sell them abroad"), makes a theoretical and practical research and give very practical recommendations. All issues addressed in theoretical part are covered in empirical part.</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 Alexander showed the ability to formulate and convey the research problem. The solution (recommendations) is (are) practically-oriented and, from my point of view, is quite deep and relevant to theoretical research.</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 several resources: empirical research, in-depths interviews and desk research are basic ones. 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>Alexander has independent scientific thinking; he proved it by providing theoretical and practical contribution to the researched topic. Besides, he provides a statistical analysis of the data; it helped him to improve the quality of recommendations and the paper itself.</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 high. Alexander provides very good and relevant recommendations on this topic basing on the example</p>

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

Quality of layout is at appropriate level and is done according to the Regulations.

The Master thesis of Alexander Onokov 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