

REFEREE'S REVIEW

Program:	MIB
Student:	Alexander Onokov
Title of thesis:	The application of origin effects in the development of Russian luxury brands in the internationalization process

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 origin effect for particular group of brands in international context. Origin effects represent one of the most relevant directions of research nowadays in the context of international business. Author is addressing relevant theoretical sources; at the same time, there are some drawbacks: for example, the part on consumer behavior is rather short to address such a complex issue; another point is that Author is adapting approach by Gankina (2010), but original Author's position is not well presented and justified in the paper. All in one, it seems that Author has been trying to address rather substantial theoretical fields in the theoretical part of the thesis, and while cutting them short, present the main findings of this analysis. This approach is well understandable, but to perform it well, a very deep analysis is required, together with Author's original position and comments well expressed in the paper. We can conclude that this has been just partly implemented in current paper. Advantage of the paper is a rather logical approach, well defined research questions. While building hypotheses Author is referring to previous research, and hypotheses are derived from existing studies' analysis. The main question from the empirical study perspective is whether management students can represent appropriate target group for a study on luxury brands. Author has tried to address this by referring to previous studies (see Table 1, p. 37), but still this issue is not extensively discussed in the paper. Another advantage of the paper is that Author is combining a qualitative and quantitative approach, both of which are well performed.

From the perspective of the quantitative study, the hypotheses which were formulated based on the analysis of theory are not tested statistically, but rather descriptive tools have been used to present the results. While being still possible, it might be assumed that Author has not used all the tools available for analysis in the context of this study. A separate section devoted to the results of hypotheses testing might be also included in the thesis.

All in one, the thesis is well executed, and is representing a well conducted research, including both theoretical and empirical stages. The thesis has practical implications and recommendations for companies aiming to enter or operating in Russian market have been defined.

The main weaknesses of the thesis are rather short theoretical parts on consumer behavior and classification of origin effects and target group of students selected as a sample to study origin effects for luxury brands.

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

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Referee: *Associate Professor Maria M. Smirnova*