

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in International Business
Student:	Anna Sorokina
Title of thesis:	The evaluation of services quality provided by mobile operators: evidence from Russian and Portuguese companies

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.

The topic of the thesis reflects the main goals of the research – to develop the mechanism of service quality choice for the case of competition as well as to validate the suggested mechanism on the international market.

The existed literature was analyzed by the student and the research gap was found. It was suggested to use game-theoretical approach to define optimal service quality under competition. The work presents the comparison of Russian (St. Petersburg) and European (Portuguese) markets of mobile services. The competition on these markets was analyzed and the suggested game-theoretical model of competition was used in order to evaluate the services quality provided by mobile operators.

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.

The text of the thesis is well structured and logical. The research contains literature review which finishes by the definition of the research problem and proposition of the way the services quality may be improved. Then the theoretical part presents the development of this idea: game-theoretical models are constructed. In the last chapter of the thesis the implementation of quality evaluation game-theoretical approach is described.

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.

The research method used for the evaluation of services quality provided by mobile operators for the case of competition is game-theoretical approach. The models are created and the solutions were obtained either explicitly or numerically with the help of program tools. The model used in the thesis is developed by the student and is her novelty. The solutions are mathematically precise and well explained in the thesis.

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.

For the empirical study two questionnaires of the same type were created by the student and the data was collected both in St. Petersburg and Lisbon. Both mobile service markets were analyzed in details. According to the survey, these two markets are very similar. The gathered data contains answers of different groups of consumers and thus, the data used was adequate and sufficient for chosen research tools and methods.

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.

From scientific point of view, the research is very strong. The author created new model of competition under vertical differentiation, proposed different approach to service quality evaluation and the well structured algorithm of the improvement of the mechanism of service quality choice under competition of mobile operators. Literature review confirms the novelty of the problem and its solution. The main scientific results of the dissertation titled "Evaluation of services quality provided by mobile operators under competition" accepted international Program Committee, included in the Conference Program and will be presented on the Fifth International Conference "Game Theory and Management" at 27 June.

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.

The proposed method of service quality improvement was applied for the Russian and Portuguese market and it was shown that these markets are very similar. The analysis showed that the suggested approach is adequate and may be used to make recommendations to the companies in sense of the provided service quality.

The results of the research may be used by the companies to evaluate and improve of its product of service under competition.

As well, the models used in the research can be applied to analysis of problems on evaluation and improvement of quality of different objects not only services. Moreover, the competition of different number of players can be considered using similar approach. Some other modifications are also possible and broaden the set of problems and markets to examine.

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

The layout of the thesis fulfils the requirements of the Regulations for master thesis preparation and defence. The layout of tables, figures and references is also correct.

The Master thesis of Anna Sorokina (meets / does not meet the requirements) for master thesis of Master in International Business program thus the author of the thesis can be awarded the required degree.

Date 15/06/2011

Scientific Advisor: (*academic title, name*)

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