

REFeree's REVIEW

Program:	Master in International Business
Student:	Sorokina Anna
Title of thesis:	The evaluation of services quality provided by mobile operators under competition: 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.	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:

The main goal of the research is to improve and test the method of quality choice under competition, which will help companies to improve its economic performance. It seems to be worth to make more detailed analysis of interconnection between quality, consumer expectations and company's economic performance.

Maybe it would be better to provide deeper qualitative analysis which could beneficially complement well-done quantitative analysis.

Nevertheless, the complex approach of quality evaluation and management was applied successfully. The benefits of chosen approach are that it allows making a complex evaluation of quality and has a useful managerial implication. Questionnaire, developed by the author, covers all issues, which are included in the chosen definition of quality for mobile services. It can be stated that the author succeeded in evaluation of the current quality levels of mobile services using the case of St. Petersburg and Lisbon companies. In spite of relatively low number of sample for questionnaire and the fact that the research is conducted only in St. Petersburg and Lisbon, the analysis seems to be of high theoretical and practical value.

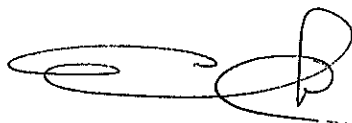
As the result, the research offers the applicable strategy for further development of mobile operators, which relates the thesis to the international and Russian managerial practice.

Layout fulfils the requirements of the Regulations for master thesis preparation and defense.

Master thesis of Sorokina Anna meets the requirements of Master in International Business program, and deserves an "excellent" grade, thus the author can be given the desired degree.

Date 15.06.2011

Referee:

A handwritten signature in black ink, consisting of several loops and a final vertical stroke.

Senior lecturer, Sokolova Ekaterina