

SCIENTIFIC ADVISOR'S REFERENCE

Program:	MIB
Student:	Svetlana Spivak
Title of thesis:	Comparison of the innovative activities of Russian and international companies operating on the Russian market

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 study is devoted to comparison of the innovative activities of Russian and international companies operating on the Russian market.

The topic of the Master thesis is relevant due to the following reasons:

- Innovative activity is a driver of global economy.
- The topic of the thesis relates to the current trends in the Russian economy and society.
- There is lack of research in the field of innovative activities of Russian and International companies operating on the Russian ICT market.
- The topic of the research has a strong international aspect.

The subject of the paper is Innovation management, in particular measurement and analysis of the innovative activities. **The object of the research can be defined as** medium and large Russian and international companies operating in the Russian ICT industry market.

The objective of the paper is clearly set: to explore whether Russian companies and international enterprises operating in Russian Federation differ in their innovative performance. Hence, **there are two parts of tasks to be implemented in order to achieve the goal:** to compare innovative activities of Russian and International companies operating on the Russian Information and Communication Technologies (ICT) industry market and work out recommendations for the successful innovative development of the companies on the Russian ICT industry market. The second part of tasks concerns directly the practical part of the objective of the research, i.e. to find the empirical evidence for hypothesis and assumptions.

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 structure of the research is really logic. The thesis consists of 2 main chapters (5 parts), which can be divided into theoretical and empirical part. The theoretical part called "**Theoretical overview of the innovation activity and its measurement**" is based on literature review and conceptual analysis. At first, the author states that a deeper understanding of the existing literature showed lack of clear, agreed definition of the innovation activity and tries to analyze the existing literature. The second chapter is named "**Analysis of the innovative environment of the Russian Federation**". The empirical study part states the hypothesis, model and methods of research.

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 originality of the research is in its complex approach to the measurement of innovative activity of Russian and International companies, which allows making reliable conclusions and giving credible recommendations as a result.

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.

The study includes an empirical research which is sufficient to meet the aims and verify the propositions presented in the thesis. Research is based on the analysis of comparison of innovative activities of Russian and international companies. **Ten foreign and four Russian companies** took part in the deep interviews in order to conduct **qualitative part** of the research. **Two hundred fifty companies** took part in the **quantitative part** of the research. The combination of qualitative and quantitative research makes the study really professional in case of the selection of research tools and methods as well as data validity.

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.

The aims of the study are logical and correspond to the context of the paper and managerial implications. The author demonstrates understanding of the research topic, ability to synthesize from prior research, and to collect and analyze empirical data.

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 theoretical background is to the high extent related to the international and Russian managerial practice. Intended outcome of the research paper is a development of the specific recommendations for the successful innovative development of the companies in the ICT industry, based on the analysis of best practices.

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

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

The Master thesis of Svetlana Spivak meets the requirements for master thesis of MIB program, thus the author of the thesis can be awarded the required degree.

17.06.2011

Scientific Advisor:
Professor Sergei Kouchtch

