

## REFEREE'S REVIEW

<b>Program:</b>	Master of International Business
<b>Student:</b>	Spivak Svetlana
<b>Title of thesis:</b>	Comparison of the Innovative Activities of Russian and International Companies Operating on the Russian Market

<b>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.</b> 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.	<u>5</u>	4	3	2
<b>Structure and logic of the text flow.</b> Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.	<u>5</u>	4	3	2
<b>Quality of analytical approach and quality of offered solution to the research objectives.</b> 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.	<u>5</u>	4	3	2
<b>Quality of data gathering and description.</b> 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.	<u>5</u>	4	3	2
<b>Scientific aspect of the thesis.</b> 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.	<u>5</u>	4	3	2
<b>Practical/applied nature of research.</b> 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.	<u>5</u>	4	3	2
<b>Quality of thesis layout.</b> Layout fulfils the requirements of the Regulations for master thesis preparation and defense, correct layout of tables, figures, references.	<u>5</u>	4	3	2

Each item above is evaluated on the following scale, as applicable: 5 = excellent, 4 = good, 3 = satisfactory, 2 = poor.

### Additional comments:

*General impression of the thesis text is very good. Author demonstrates excellent research skills and grounded reasoning in each part of the thesis, synthesizing application of both qualitative and quantitative research methods. A holistic vision on innovative activities in Russian and International companies operating on the Russian information and telecommunication technologies (ICT) market is developed by the author. Thesis has both theoretical and practical value as Svetlana has managed to adapt Innovation Radar Measurement tool for the Russian market. Though the quality of paper is doubtless some issues need clarification:*

1. *Why ICT sector is under the main focus of the thesis though the thesis topic predetermines wider scope of companies for consideration.*
2. *What is author's contribution to the research project of The Center for Strategic Marketing and Innovations (referenced in master thesis) especially in data gathering process?*
3. *What software is applied to analyze quantitative data?*
4. *What statistics criteria are used neither to reject nor accept thesis hypotheses?*

Master thesis of Spivak Svetlana 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:



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