

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in International Business
Student:	Maria Tokareva
Title of thesis:	The impact of corporate social performance on the organization's labor market attractiveness: the comparative analysis of Russian and Finnish job-seekers

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 is actual in practical and theoretical sense due to (1) international importance of the CSR/CSP development, (2) the role of CSR communications in organization's attractiveness, and (3) growth of CSR movement in Russian business.

The aims (objectives) are clear (to assess influence and to explore communication) and directly related to the topic. The objectives and the research questions are subordinated properly. The topic as such is in mainstream of applied CSR-related research activities.

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 research is conducted in a logical manner. The hypothesis are based on the theoretical analysis and carefully tested in the quantitative research. The results and conclusions are directly followed from the study. The theoretical and empirical parts are in good balance.

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 coverage of objectives is quite adequate. The research problem is formulated clearly. The main trends in modern literature on CSR/CSP and CSR communications is carefully analysed and applied to research.

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 research tools and methods are selected properly. The data validity is quite adequate (the author carefully explained the samples peculiarities). The list of references is complete and directly connected with the topic and objectives.

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 way of scientific thinking is independent. The conceptual research model can be shared and used for the researches related to CSR communications in Russian companies. The quantitative research is made on the mainstream level and the author demonstrated the ability to use the main but typical approaches.

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 directly related to the international and Russian practices. The results of the comparative analysis of Russian and Finnish job-seekers are just and can be shared for theoretical as

well as practical purposes.

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

The main Regulations for the master thesis preparation are fulfilled. The tables, figures, and references are presented correctly.

The Master thesis of Maria Tokareva meets the requirements for master thesis of Master in International Business Program thus the author of the thesis can be awarded the required degree.

Date: June 17, 2011

Scientific Advisor: Yury E. Blagov
Dr., Associate professor



Department of International and Strategic Management, GSOM SPbU