

SCIENTIFIC ADVISOR'S REFERENCE

Program:	MIB
Student:	Alexey Fedorov
Title of thesis:	The role of postmodern marketing in the launch of a new product (case of Windows Phone 7 in Russia and the USA)

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 thesis is implemented as an applied project, aiming to develop recommendations for specific companies. The aim of the thesis has been formulated as development of a set of recommendations for the usage of postmodern marketing in the product launch based on the case of the Windows Phone 7 launch in Russia and the USA.

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 thesis corresponds with the aim and objectives of the thesis. Theoretical part aims to cover existing research in marketing theory, related to postmodern trends and traditional approach to consumer behaviour. Contribution of the postmodern consumer journey approach is explained and justified as a foundation for the empirical study. Empirical part of the thesis starts with description and justification of research methodology, including case studies and interviews, description of case study protocol, research findings on the launch in the USA, consumer study results in Russia and recommendations for Russian market.

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.

Author's analytical approach both to theoretical and empirical parts of the thesis is justified. The aim of the theoretical part is to provide a solution of comparing traditional and postmodern approaches to consumer behaviour, as a foundation for the empirical study and practical recommendations. Empirical part provides analysis of the results findings based on secondary data from the US market and primary data from Russian market.

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.

Data gathering procedures are described in the beginning of the empirical part of the thesis, including description of the methodology, justification of the type of data collection. Author is applying a combination of methods, responding to the aim of the study. The list of references is very profound and reflects the key trends in the field.

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 thesis has a rather practical nature. At the same time, Author is applying the research methods, which are justified in previous studies. Methodology suggested in the paper is aligned with the aim of the research project.

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 thesis has applied nature, since the very aim of the thesis is to develop practical recommendations for the Microsoft Phone 7. Being international company, Microsoft offers an appropriate example for the master thesis of MIB program. Results of the thesis correspond with the aim and objective of research.

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

The thesis layout is executed according to MIB program requirements.

The Master thesis of Alexey Fedorov meets the requirements for master thesis of MIB program thus the author of the thesis can be awarded the required degree.

Date June, 16th 2011



Scientific Advisor: *Associate Professor Maria M. Smirnova*