

## SCIENTIFIC ADVISOR'S REFERENCE


<b>Program:</b>	Master in International Business
<b>Student:</b>	Shikhanov Kirill
<b>Title of thesis:</b>	The role of Prosumers in Innovation Activity of Organizations: The Case Study of MNE's

<p><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.</p>
<p>Prosumer is a consumer who becomes involved with designing or customizing products for their own needs. The importance of involving prosumers in innovation activity becomes extremely important in rapidly changing environment. In spite of this the role of a prosumer is underestimated in modern literature. It is necessary to fill this gap because of the growth of prosumer segment worldwide. Research objective of the thesis is to work out the classification of roles of prosumers in innovation process that will make it possible to structure methods of involving prosumers in participation in different stages of forming the innovation value chain.</p>
<p><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.</p>
<p>The text consists of two chapters . The first one is about the innovation activity of organizations, and the second one is about the analysis of the role of prosumers in innovation activity. Theoretical and empirical parts are tightly interconnected.</p>
<p><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.</p>
<p>The research applies modern trends of corresponding research in the similar area. The author provides deep literature review based on 135 sources.</p>
<p><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.</p>
<p>Qualitative research is based on the case study of MNE's. Quantitative research is done using results of survey, held by the author. Questionnaire covers all theoretical aspects, analysed by the author in the first chapter of the thesis.</p>
<p><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.</p>
<p>Based on the results of the research the most effective ways of initiating prosumers' involvement were highlighted .</p>
<p><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.</p>
<p>It is worked out how to address prosumers also more detailed recommendation were done how to address different roles separately with examples of each role attraction. This result has certain practical applicability for international business experience.</p>
<p><b>Quality of thesis layout.</b> Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.</p>
<p>Layout fulfils the requirements of the Regulations for master thesis preparation and defence.</p>

The Master thesis of Shikhanov Kirill 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 15.06.2011

Scientific Advisor:



Senior lecturer, Sokolova Ekaterina