

REFEREE'S REVIEW

Program:	MIB
Student:	Kirill Shikhanov
Title of thesis:	THE ROLE OF PROSUMERS IN INNOVATION ACTIVITY OF ORGANISATIONS: THE CASE STUDY OF MNEs

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.	5	4	3	2
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.	5	4	3	2
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.	5	4	3	2
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.	5	4	3	2
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.	5	4	3	2
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.	5	4	3	2
Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defense, correct layout of tables, figures, references.	5	4	3	2

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

Additional comments:

1. **General characteristics of master thesis.** Master thesis of Kirill Shikhanov is about very topical problem on innovations in the modern MNEs. The author focuses on the latest trend in this field – on the role of the prosumers in innovation activity of organizations. The master thesis has quite high level and includes theoretical and empirical part of research as well. The goal of the thesis was formulated as to work out the classification of roles of prosumers in innovation process.

2. **Structure of master thesis** is designed to achieve the goal stated. There are 2 parts in the master thesis. The first part consists of the literature review and provides the observations and analysis of the main publications on innovation and prosumers' role in innovation activity. The second part consists of the empirical research based on case study and survey of the prosumers of the companies from sample. Conclusion part of the paper provides the theoretical and practical recommendations.

3. Compliance of master thesis with formal criteria:

3.1. *Topic of master thesis, goals and tasks set:* topic of master thesis corresponds with its content, goals and tasks are correctly stated and help to explore the research topic; research deals with a topical problem.

3.2. *Logic and structure of analysis:* structure of master thesis is logically designed: the author starts with analysis and synthesis of literature and theoretical background, and moves to analysis and synthesis of relevant empirical works. Author presents the results and findings of his own empirical research. Theoretical and empirical parts of research properly coincide with each other. Introduction contains all required elements; conclusion presents general results of master thesis.

3.3. *Quality of theoretical part:* the level of theoretical research conducted by the author is quite good. Author

starts from the main definitions in the innovation field and then goes to the main models of the innovations and particularly focuses on the role of prosumers in the innovation activity.

3.4. *Quality of empirical research part:* The empirical part of paper also was done at the quite high level and includes not only description of the chosen cases but also results of the survey of the prosumers' involvement in the innovation activity of these companies.

3.5. *Practical focus:* master thesis contains some recommendations for managerial applications. But I think that these recommendations should be extended because author doesn't provide suggestions for managers about implementations of the developed classification.

3.6. *Quality of references:* references include recent publications on relevant topic; both foreign and Russian sources of information were used.

3.7. *Design:* master thesis design meets all formal requirements.

Master thesis of Kirill Shikhanov meets the requirements of MIB program and deserves an **excellent** grade, thus the author can be given the desired degree.

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