

National Research University Higher School of Economics
Institute for Statistical Studies and Economics of Knowledge
Master's Programme "Governance of Science, Technology and Innovation"

Master Thesis Review

Student's Name: Oleksandr Herashchenko

Master Thesis Title: **IMPLEMENTATION OF BIG DATA ANALYTICS
IN CONSULTING: KPMG CASE STUDY**

1. Relationship to Topic and Literature

The thesis starts with a comprehensive introduction outlining the field and putting it into context. The author chose an ambitious topic outlining the role of consultants in big data analytics. The following chapter is devoted to the evolution of Big Data and related analytics. It's a well elaborated chapter with lots of information provided in a well-structured format. The author dives deep in the topic reviewing a good amount of literature (32 references). While the number of references is good but not extensive, what is impressive is the scope of it and the fact that many of the references are from the past few years meaning the thesis really is grounded in the most recent knowledge on the topic.

2. Methodology and results

Methodology in general makes sense but more explanation would be good. For example the three managers were chosen from a group of how many? More explanation into why the choice of Italy and how this impacted the choice of KPMG. Finally the interview questions themselves, excellent make sense but the same question about how they were chosen, link to the literature, just a little more explanation. Interviews with experienced consultants were done. The choice of interviewees is well reasoned. The author presents findings in a proper shape including citations and own interpretations. Really good insights. The concluding chapter on discussion and conclusions is also well done as well as good recognition of study limitations.

3. Quality of Communication

The thesis follows a stringent line of arguments in all parts. It's well structured and results analysed and synthesized. The language (English) is excellent and the explanation for each section well done, clear and more importantly concise.

Reviewer: Jonathan Calof

Title, position: Professor

Signature:

A handwritten signature in black ink, consisting of a series of loops and a long horizontal stroke.

Date: 13 May 2021

Assessment Sheet Reviewer

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Master Thesis Assessment Sheet - Reviewer -

Student's Name: Oleksandr Herashchenko

Master Thesis Title: **IMPLEMENTATION OF BIG DATA
ANALYTICS IN CONSULTING: KPMG CASE STUDY**

Submission date: 11 May 2021

Grades for assessment: 1, 2, 3 = fail; 4, 5 = satisfactory; 6, 7 = good; 8, 9, 10 = excellent

Grade: 9

Grade	Criteria
9	Relationship to Topic and Literature
9	Methodology and results
10	Quality of Communication

For Master Thesis only:

The Master Thesis is suitable for Publication in a Working Paper Series

	Yes
X	With minor revision A little more explanation of methodology choices including the questions
	With major revision
	No

Reviewer: Jonathan Calof



Full name, signature