



广东外语外贸大学 MBA 学位论文评阅书

MBA Thesis Appraisal

论文题目 Title: 基于佛汽集团的 MS 银行供应链金融营销策略分析 Marketing Strategy of Supply Chain Finance for MS.Bank based on FoQi Group (60)			
申请人姓名 Name of Applicant		专业名称 Discipline	工商管理硕士 MBA
评阅人 Paper Reviewer	职称 Title	工作单位 Work Unit	
论文评审 参考提纲 Reference Outlines for Paper Appraisal	<ol style="list-style-type: none"> 1、论文选题所具有的理论意义或实用价值;揭示所涉及专业的内在规律,有新意; Theoretical significance or practical value, revelation of the internal rules of relevant disciplines, and novelty of the thesis project selection. 2、对国内外学术和实务动态、本学科领域前沿知识以及本专业理论与技术的了解程度;对文献资料的掌握及综述能力。 Familiarity of domestic and foreign academic and practical trends, leading edge knowledge of this field and theories and skills of this course; master and review of documentations. 3、基础理论和专业知识水平;发现、分析、解决问题能力,科学研究工作的能力或独立担负专门工作的能力;案例研究的深度;研究成果的理论或实用价值。 Level of theoretical basis and professional knowledge; ability of discovering, analyzing and solving problems, of scientific research or of doing special job independently; the depth of case study; the theoretical and practical value of research results. 4、概念清晰与分析严谨的程度;材料的真实性和结论的合理性;论文规范性与图表表达能力。 Clarity and precision of concept analysis; truthfulness of data and rationality of conclusion; normative writing 5、英文写作的能力及文字的规范性。 English writing skills and normative text 6、论文是否还需要进一步修改才能达到硕士专业学位论文水平要求。 Whether further improvement is required to meet the standards of Master Thesis 		
评语 Comment	<ol style="list-style-type: none"> 1、供应链金融是当前经济管理领域的重要研究议题。论文选题具有较强的理论意义和实践意义; 2、论文的标题和内容不是很相符,从文题看,论文应主要探讨针对佛汽集团的供应链金融营销策略,但事实上,论文主要讨论的是 MS 银行的供应链金融业务; 3、英文写作中存在一定的问题,还有待进一步修改。 		

评议结果（请在序号上划“○”）

Appraisal Results (Please Mark “○” on the Serial Number)

1、该论文予以通过，无需修改或重新评审，达到申请硕士专业学位论文标准。

This thesis meets the standards of master thesis, and is allowed to take part in thesis defense

○2、该论文予以通过，无需重新评审，同意申请硕士专业学位但作者必修按照评审意见的要求进行修改，并经过导师的认可。（请注明具体修改意见）

This thesis basically meets the standards of master thesis, however further improvement is needed.

3、该论文有条件通过，申请人不能参加本轮答辩，必修按照评审意见的要求进行重大修改，6个月后重新提交论文通过匿名评审后方能进行硕士学位申请。（请注明具体修改意见）

This thesis needs substantial revision and is not eligible for oral defense now. The applicant may take part in anonymous examination after six months and apply for master's degree is qualified.

4、该论文不予通过，不同意申请硕士专业学位。

This thesis fails to meet the standards of master thesis, and is not allowed to take part in the thesis defense.

论文的不足之处及修改意见:

Deficiencies of the Thesis and Suggestions for Improvement:

（根据上级文件关于论文评阅必须对“不足之处有具体说明”的精神，此栏请勿留空）

(In accordance with the document of higher authorities “specifications must be provided for deficiencies of thesis”, so this column is not to be left blank.)

论文的主要不足:

- 1、论文的标题与内容不是很相符，需做较大的调整和修改；
- 2、英文写作仍有待修改规范。

评阅人（签名）:

Reviewer (signature):

2014年 8 月 28日

Day Month Year