



Poznań, 19.01.2017

To Whom It May Concern,

I would like to recommend Mrs. Kateryna Zhuzha as a candidate for CEMS MIM: Master's in International Management. I had a pleasure of teaching her at the Poznan University of Economics and Business (PUEB) in two modules: Marketing (2013/2014) and International Marketing (2015/2016). I was also a supervisor of her bachelor thesis. Additionally, I coordinated three projects at the University in which she participated as a volunteer.

Kateryna has multiple traits that make her a perfect candidate for any ambitious programme. Her intellectual potential seems to be unlimited. In fact, she is one of the top students I have ever met in my academic career. At the same time, she was always ambitious and highly motivated to continuous development. She was able to cooperate in international teams, most often acting as a team leader. The outcomes of tasks she got (both individual and group) as a student were always impressive – in many cases surprisingly good as for a bachelor student. She was always able to use theoretical knowledge, combined with critical thinking to solve the discussed business problems. The bachelor thesis she has written was given a top grade at the University and was highly evaluated for both theory review and the research, as well as being highly appreciated by the partner company Ciber SSC, for which Kateryna has conducted the research and developed recommendations within the scope of her bachelor thesis. I am convinced she would be a top student in any business school.

Kateryna, as the Poznań University of Economics and Business student, was involved in three projects as a volunteer. The involvement was non-obligatory; however, Kateryna was always keen to get practical experience and contribute. The three projects included coordination of a study visit of Portuguese students (ISCTE Business School) at the PUEB in June 2014, application for EU grant connected with MBA studies in March 2015 and employer branding research for Ciber SSC carried out in October 2015 – June 2016. Kateryna has proved to be a very motivated and reliable team member, who is able to carry out an assigned task with dedication and excellence.

Concluding, I highly recommend Mrs. Kateryna Zhuzha for CEMS MIM: Master's in International Management. Feel free to contact me in case of any additional questions.

Yours faithfully

Dr Łukasz Matys

Poznań University of Economics and Business