

REFEREE'S REVIEW

Program:	MITIM
Student:	Roman S. Moroz
Title of thesis:	THE ROLE OF MASS CUSTOMIZATION TOOLKITS' CHARACTERISTICS IN CUSTOMER SATISFACTION WITH THE DESIGN PROCESS

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:

The objective of this work is important and topical. Master thesis consists of four parts:

1. Theoretical approaches – 9 pages.
2. Mass customization and toolkits – 20 pages.
3. Methodology of the study – 8 pages.
4. Results and discussion – 4 pages.

The title, research questions and hypothesis are clearly stated. The structure of the work is mostly logical. Theoretical part has close alignment with the practical one. Data selection and preparation, selecting research tools and methods, justification and interpretation of the empirical results are fulfilled at good level, but unfortunately, there are a number of omissions.

1. The parts of the work are not well balanced,
2. Some hypothesis (for example, H5: Aesthetical Attractiveness and H3: Product View) look trivial and obvious.
3. Not all elements and stages of the customer experience and satisfaction (functional and sensory perceptions, cognitive and emotional elements) are considered.

Master thesis of *Roman Moroz* meets the requirements of MITIM program, and deserves a "good" grade, thus the author can be given the desired degree.

Date 23.09.2012

Referee:
Associate Professor,
Sergey Yablonsky