

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in International Technology and Innovation Management Program
Student:	Ivan Sedrisev
Title of thesis:	Estimation of consumer preferences on mobile services in secondary education

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.

The aim and tasks of the thesis are clearly defined; the originality of the topic is rather well articulated.

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.

The structure of research is logical. The first chapter provides an overview of mobile technology use in education with a special emphasis on NFC technologies. The second chapter presents available methodological background on methods for deriving of user preferences on new products. The third chapter contains empirical part, and conclusions are presented in the final section.

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.

Options for reaching the research objectives are presented and evaluated in a survey of methods proved to be valid for deriving user preferences for new products

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.

Relevance of chosen solution for the research problem is grounded, data collection followed the standard procedure of the chosen method which allowed to minimize errors and assure data validity; list of references is extensive and relevant.

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.

To develop research framework the author executed an extensive survey of mobile-technology based applications in education offered in research literature and reviewed them based on their adequacy to reflect the specifics of learning and social environments of Russian secondary schools.

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.

The research is of applied nature. The author addresses a constant managerial problem confronted by any firm introducing a new product to a market. Considering the rapid pace of technology development, technology based innovations will continue to be the frequent objects of customers' preference studies and NFC based services is not an exception. NFC technology is gradually expanding their application areas. One of such areas is secondary education currently investigated and targeted by content provider companies in Russia. Obtained research results allow the companies to realize which of all possible services have to be bundled in order to better meet the demands of specific consumer groups.

Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of

tables, figures, references.

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The Master thesis of Ivan Sedrisev meets the requirements for master thesis of Master in International Technology and Innovation Management program thus the author of the thesis can be awarded the required degree.

Date 22.06.2012



Scientific Advisor: *Dr. Ishmatova Diana*