

REFEREE'S REVIEW

Program:	MIB
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.	5	<u>4</u>	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	<u>4</u>	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.	<u>5</u>	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	<u>4</u>	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.	<u>5</u>	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	<u>4</u>	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	<u>4</u>	3	2

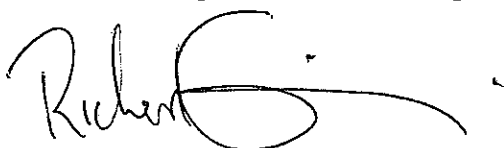
Each item above is evaluated on the following scale, as applicable: 5 = excellent, 4 = good, 3 = satisfactory, 2 = poor.

Additional comments:

The student addresses an interesting topic and has certainly demonstrated initiative, independent thought, creativity, and an ability to formulate a research problem and carry the problem through various stages toward the completion of a thesis. I do, however, have several concerns. My most significant concern centres on the realized theme and its concentration throughout the thesis. This is reflected in many ways and fashions at various locals in the thesis. For example, the title of the thesis includes "mobile services," but this too broadly represents the actual near-field communication (NFC) focus of the thesis. Mobile technology is much broader than NCF. This is also reflected in many aspects of the Introduction and other major sections of the thesis. In other words, the student should have focused more on NFC and less on the idea of mobile services. A second concern is also reflected in the title, but again has implication for many parts of the thesis. The title refers to "Secondary Education." However, the sample consists in part of parents with children in primary school (form 1-4). The survey makes no mention of focusing respondents on children in secondary school, but rather ignores the issue. Similar to concern, the thesis requires refocusing on what was actually done as opposed to what was stated what was done. Finally, the material on p.62+ is redundant and adds little value to the thesis.

Master thesis of Ivan Sedrisev meets the requirements of the MIB program, and deserves a "good" grade, thus the author can be given the desired degree.

Date: 19.06.2012



Referee: *Professor Richard Germain*