

REFEREE'S REVIEW

Program:	Master in International Technology and Innovation Management
Student:	Maxim A. Vorotynets
Title of thesis:	Adoption of E-Banking Services in Europe: Case of Self-Service Payment Kiosks

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 study of Maxim A. Vorotynets aims to investigate issues concerning adoption of new Self-Service Payment Kiosks (SSPK) technology in European countries. The topic of the research is up-to-date especially in Russia as SSPK spread intensively, minimize operations costs from banks side and make operations easier for customers. The author made deep literature analysis in order to find research gap and used wide range of information resources presented in 113 items of used sources.

The research is based mainly on the data on 12 European countries. For all countries there were analyzed different retail payment instruments and adoption of E-banking services. After that the confirmatory factor analyzes measurement model specified four factors: role clarity, ability, extrinsic motivation, and intrinsic motivation. After that there were checked 7 hypothesizes on the influence of these factors on adoption of SSPK:

1. Role clarity has positive influence on adoption of SSPK.
2. Ability has positive influence on adoption of SSPK.
3. Extrinsic Motivation has positive influence on adoption of SSPK.
4. Intrinsic Motivation has positive influence on adoption of SSPK.
5. Previous Experience has positive influence on adoption of SSPK.
6. Level of education has positive influence on adoption of SSPK.
7. Age has negative influence on adoption of SSPK.
8. Need for Interaction has negative influence on adoption of SSPK.

The results showed that hypothesezis 1, 2, 3, 4, 8 are supported, while hypothesis 5 is not supported. The author well explained the results and gave the explanation and comments. It should be mentioned

however that the author didn't described the model in details, i.e. there is no mathematical model presented in the text of the work.

The theoretical background is related to the international managerial practice but there are not so much said on the applied recommendations and application of the results.

The thesis consists of five chapters which seems to be quite detailed, some paragraphs maybe united.

The layout of Maxim A. Vorotynets's master thesis fulfills the requirements of the Regulations for master thesis preparation and defense, the layout of tables, figures and references is correct as well. But I suggest to move both "List of figures" and "List of tables" to the end as it would pass the reader directly to the main content of the thesis.

The master thesis can be considered as finished scientific work which includes both theoretical investigation and well designed empirical study.

Master thesis of Maxim A. Vorotynets meets the requirements of Master in International Technology and Innovation Management program, and deserves a "good/satisfactory" grade, thus the author can be given the desired degree.

Date: 22.06.2012

Assistant Professor
Department of Operations Management
Graduate School of Management, SPbSU



Margarita Gladkova