

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in International Business
Student:	Iuliia Tikhomirova
Title of thesis:	Comparative Analysis of Price Changes Fairness Perception: Housing Lease Market in Russia and Israel

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 topic of the thesis reflects the main goal of the research – to derive cross-country differences of price changes fairness perception in Russia and Israel. Research objects are bargaining sides in Russia and Israel. Subject is perceived fairness of price changes during bargaining process. Housing market is taken as a research environment for the study.

Bargaining process is one of the major topics in management literature. Its result depends on different factors among which desire to finish a bargain, financial availability for both sides, transactional costs and communication effectiveness. The existed literature was analyzed by the student and the research gap was found.

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 text of the thesis is well structured and logical. Theoretical part of the thesis aims at two tasks. The first task is to investigate the evolution of price fairness concepts; to consolidate major factors of concepts allocated in literature as well as theories which pushed the concept development. The second task is aimed at determining the peculiarities and pricing determination factors of Russian and Israeli housing markets.

Empirical part of the master thesis research examines price changes fairness perception in Russia from buyer's and seller's perspectives using scenario-based experiment based on vignette technique. Results of the similar research in Israel are taken for further comparison of fairness perception difference with the help of statistics comparison and Nash-Selten method.

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.

From theoretical point of view, research contributes to literature on the topic proposing cross-market method of fairness perceptions comparison. It confirms major conclusions, pointed out in the principal research: existence of price fairness concern for sellers and buyers, support of dual entitlement theory, issue of trust with only one information source – seller or buyer.

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.

It's considered six scenarios for price change on housing market. Two of them are based on demand specifics, two on dual-entitlement theory, two are resource based. The four-level Likert item is applied to estimate the level of fairness for each scenario. For the empirical study the questionnaire was created by the student and the data was collected. The gathered data contains answers of both sides groups and thus, the data used was adequate and sufficient for chosen research tools and methods.

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.

This master thesis applied fair price concept to the housing market to gain additional insights into some of the factors accounting for the house price perceptions. The work contributes three major areas. First, it shows that there's no significant difference between consumers price fairness perception in Russia and

Israel thus supporting the main hypothesis. It makes evident the consistency and sustainability of fair price concept over national borders. Second, the paper reveals intriguing difference between bargaining sides inside one country. While Russian sellers and buyers provide the same assessment of rationales that lead to similar hierarchy, Israeli ones don't show such identity. And third, the research develops a fairness rationales hierarchy that is a useful tool for managers aiming at fairness concern avoidance. It is built and assessed for both sides in both countries and shows relative acceptance of price change depending on volatility explanations.

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.

Communication process affects the perceived price fairness. The research is narrowed to different messages provided to another side on housing lease market of Russia and Israel as explanations for price increase. Results of the comparative analysis will be taken as a tool for development of international communication process.

Unfair price perceptions may lead to negative discrete emotions; influence customer satisfaction, purchase intentions, and complaints. It affects perceived value of the product. Experimental results consistently indicate that consumers and sellers often resist price increases that are perceived as unfair by rejection from the deal. As it has a broad influence on company's performance, results of the analysis are contributable to various company functions: pricing policy, promotion campaigns, sales forecast and analysis, international marketing, public relations.

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

The layout of the thesis fulfils the requirements of the Regulations for master thesis preparation and defence. The layout of tables, figures and references is also correct.

The Master thesis of Iuliia Tikhomirova meets the requirements for master thesis of Master in International Business program thus the author of the thesis can be awarded the required degree.

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