

SCIENTIFIC ADVISOR'S REFERENCE

Program:	MIB
Student:	Krasnorutskiy Dmitry
Title of thesis:	A COMPARATIVE STUDY OF MULTI-SIDED AUCTION PLATFORMS:THE CASE OF EBAY.COM AND MOLOTOK.RU

<p>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.</p>
<p>Multi-sided platform (MSP) have proliferated since the rise in information technology. In general, MSPs have the effect of lowering search and transaction costs at the same time providing users broader access to products, sellers or customers. Online auctions MSPs have received an extreme surge of popularity in recent years. Companies' portals such as eBay.com, uBid.com, or Swoopo.com are marketplaces where buyers and sellers meet to exchange goods or information. The online auctions' business models are widely used on many local markets including Russia. The goal of this research is the comparative study of Ebay and it's Russian analog molotok.ru. The title, goal and research problem are clearly stated, but the research questions need structuring.</p>
<p>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.</p>
<p>After the introduction, the thesis continues in Chapter 1 with the review of the literature about the MSPs. Chapter 2 presents a qualitative comparison of Molotok and eBay. Findings from the gathered case data are presented in the Chapter 3, followed by conclusions. List of appendixes and references completes the thesis. The overall text is presented in a logical manner, however, some parts might have been re-organized for a better coherence of the whole text. It seems to be more appropriate to explain first research methodology, formulate research questions and objectives, and only then go to the description of the MSPs and case companies. The Chapter 1 could be reduced because it contains mostly general information about MSPs.</p>
<p>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.</p>
<p>Author demonstrates satisfactory quality of analysis of both theoretical and empirical parts of this work. However Dmitry's personal decision to use Lucking-Reiley (2007) methodology for coin auctions analysis on Molotok.ru turned into difficulties to discover true value of Russian imperial coins. This fact limits the value of data analysis. The list of references combines both well-known and recent works on the topic.</p>
<p>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.</p>
<p>The findings and solution in the thesis are not always presented in a detailed way. For data gathering from Molotok's archive auctions author developed the C++ web crawler.</p>
<p>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.</p>
<p>Author mostly demonstrated a good example of autonomous thinking and research work by conducting the study and interpreting the results. But research methods are not always well formulated and justified.</p>
<p>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.</p>
<p>The research has an applied importance, with some contribution potential for the companies under study.</p>
<p>Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.</p>
<p>The thesis' layout corresponds with the requirements to master thesis of MIB program.</p>

The Master thesis of Dmitry Krasnorutskiy meets the requirements for master thesis of MIB program thus the author of the thesis can be awarded the required degree.

17.06.2012

Scientific Advisor: Asc. Professor S.A.Yablonsky