**SCIENTIFIC ADVISOR’S REFERENCE**

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| **Program:** | **Master in Management (MIM)** |
| **Student:** | **Donat Dzhamaev**  |
| **Title of thesis:** | **«**«**AN EXPLORATORY STUDY ON CUSTOMER-BASED BRAND EQUITY OF RUSSIAN RETAIL BANKS AMONG YOUNGER AUDIENCE»** |

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| **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 chosen for research is very relevant, since the increase of the customer’s based brand equity is one of the key company’s activities to strengthen their positions in the banking sphere. Превышено максимальное число символов |
| **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. |
| In general the research gives an impression of *a complete and logical study*. The thesis contains 3 chapters. The contents of the chapters are clearly linked. |
| **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. |
|  The *objectives* stated in the thesis *are fully covered* by the represented analysis. Due to the theory overview of customer based brand equity the student came up to some specifications and problems that exist nowadays in brand management. As for the bibliography list, it looks representative. The articles and monographs were picked up in accordance with the topic and helped the author to make deep theoretical overview of the current problem. |
| **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. |
|  The chosen research method, quantitative study was realized in a proper way. |
| **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. |
|  The revision of the work showed *the individual approach* of the student to the stated problem. It is shown by the literature that was chosen and analyzed, methodology of the research and the practical application. One of the major theoretical contribution that the paper contributes notably to the understanding of factor of and interconnection between brand equity and its constructs in the setting of Russian retail banking.  |
| **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. |
|  Thesis produces impression as a creative, practice-oriented work, aimed at achieving practical concrete results. The current research can be seen *as actual and managerially applicable*. Practical recommendations for improving competitive positions of existing banks and suggestions for those interested in entering this market have been developed with particular focus on the younger audience.  |
| **Quality of thesis layout.** Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references. |
|  The bibliography list in general is rather representative. The articles and monographs were chosen according to the topic and helped student to make a complete theoretical overview on the problemMaster thesis has neat appearance and makes a positive overall impression. All the figures and tables of the paper have sources and references. |
| **Originality of the text.**  The thesis text is original and *does not contain elements of plagiarism* |

The Master thesis of Donat Dzhamaev ««AN EXPLORATORY STUDY ON CUSTOMER-BASED BRAND EQUITY OF RUSSIAN RETAIL BANKS AMONG YOUNGER AUDIENCE» **meets** **the requirements** for master thesis of MIB program, thus the author of the thesis can be awarded the required degree.

01/06/2018

Scientific Advisor

Professor

 Starov S.A.

