

REFEREE'S REVIEW

Program:	Master in Management
Student:	Dmitrii Voronenko
Title of thesis:	Determining Factors of Adoption of Digital Device Wallets by Russian Consumers

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 = the thesis meets all the requirements, 4 = the thesis meets almost all the requirements, 3 = a lot of the requirements are not met in the thesis, 2 = the thesis does not meet the requirements.

Additional comments:

Please, elaborate on the above mentioned criteria (we kindly ask you to provide your comments structured as strengths and weaknesses, maximum 5 for each, unless more points are crucial to justify the grade).

Strengths

- The digital device wallets topic is very modern and original.
- The novelty of the topic explains the existence of only a few studies and pushes researchers to contribute to the field and to explore theoretical and practical gaps of digital device wallets adoption.
- The overview of international and Russian research on digital device wallets adoption was adequately addressed.
- The overview of research methods applied in innovation adoption research was also addressed sufficiently. The justification of the research methodology was also provided.
- The model UTAUT2 chosen for the research was expanded by author with three additional constructs to adjust the model to peculiarities of Russian consumers.
- The thesis layout meets almost all the requirements of the Regulations for master thesis preparation (with several minor shortcomings in the layout and figures naming).
- The findings of the research do contribute to the field.

Weaknesses

- The author of the Master thesis provides the classification of the digital wallets (“card network wallets, device wallets, and P2P wallets” p. 12), however the author doesn’t explain why the Thesis focuses on device wallets.
- The Thesis title claims the work reveals the factors of digital wallets adoption in Russia but in fact the research covers only young audience (18-25) of Russian megacities (mostly St. Petersburg and Moscow).
- The first two chapters of the Thesis are poorly structured. The author jumps from the international experience to the Russian one, from the existing research on the topic to the models applied in technology research adoption in general. Content of some of the subchapters doesn’t correspond with the content.
- To collect the data the author posts the link to the survey on social media and reaches the younger audience. However the older target audience groups could be probably reached there as well. The author should have put additional effort on attracting other age group and maybe to see whether the results for younger and older groups differ.

Master thesis of Dmitrii Voronenko meets the requirements of the Master in Management program, and according to the reviewer’s opinion deserves a/an “4(good) C” grade, thus the author can be given the desired degree.

Date: 02.06.2018

Referee: *Anastasiia Chumak*
MSc in Management
Marketing Research Analyst
JetBrains GmbH

A handwritten signature in blue ink, appearing to read 'E.H. / Chumak.A./'.