**SCIENTIFIC ADVISOR’S REFERENCE**

|  |  |
| --- | --- |
| **Program:** | **Master in Management (MIM)** |
| **Student:** | **Alexander Sumenkov** |
| **Title of thesis:** | **«Analysis of the Gamification Influence on Consumer Perception of Loyalty Programs in Retail Industry»** |

|  |
| --- |
| **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 relevant. Competition in retail leads to the application of new approaches in marketing and personnel management. One of them is gaming. Retail chains use gaming elements, establishing an emotional connection between the company and the buyer, the company’s office and store personnel. 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 master 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. The articles and monographs were picked up in accordance with the topic and helped the author to make 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 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. The master thesis considers an innovative tool for impact on customers - gaming. Its meaning, methods of application and examples are given. |
| **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 managerially applicable*. The use of the right game mechanics will unequivocally increase the turnover of customers, revenue and in addition give a great advantage over competitors. |
| **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 problem  Master 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 **Alexander Sumenkov** «Analysis of the Gamification Influence on Consumer Perception of Loyalty Programs in Retail Industry**» meets** **the requirements** for master thesis of MIM program, thus the author of the thesis can be awarded the required degree.

04/06/2018

Scientific Advisor

Professor

Starov S.A.

