

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management (MIM)
Student:	Yu Li
Title of thesis:	Estimating the Causal Impact of Shared Economy on Chinese Bike Rent Market

<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>The topic of this Master Thesis is quite specific and difficult as it includes the estimate of the sharing economy impact on Chinese bike rent market.</p>
<p>Structure and logic of the text flow. The logic of research; the full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.</p>
<p>The student started his work with a very detailed and high-quality literature review. He used scientific papers and reports. Formal level of this work is also perfect.</p>
<p>Quality of analytical approach and quality of the 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>Although the thesis contains a small number of weaknesses, such as not so in-depth analysis of performance increase due to shared economy model use, the document has a high proportion of value-added regarding formulated research problem. Li Yu uses many relevant research papers and articles to offer methods for research problem solution.</p>
<p>Quality of data gathering and description. Quality of selecting research tools and methods; data validity adequacy; adequacy of user data for chosen research tools and methods; completeness and relevance of the list of references.</p>
<p>The student has collected primary data from Chinese bike rent market, sample design is suitable, and sample relevance is very high, tested with the use of the specified quality metric. Data description and analysis represent the most substantial part of the research.</p>
<p>The 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 quantitative), developing methodology/approach to set objectives.</p>
<p>The scientific contribution made by Li Yu is precious and essential, leaving aside the question of the appropriate scope of data sources to avoid several possible sources of research bias. Research methods are selected on a scientific basis; they are relevant for the analysis of the type.</p>
<p>Practical/applied nature of research. The 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>Paper applies modern theory of shared economy positive impact to customer satisfaction and performance increase which is useful for decision making.</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>

All quality of the thesis layout requirements is fulfilled except extra notes attached to the text.

The originality of the text. All sources of match identified by the Safe Assign system follow the allowed cases; the paper does not contain any elements of plagiarism.

The text is based on author's data collection and references review although contains quite high percentage of citations.

The Master thesis of Yu Li meets the requirements for master thesis of Master in Management (MIM) program thus the author of the thesis can be awarded the required degree.

Scientific Advisor: Candidate of Economic Sciences, Iya Churakova,

Associate Professor, Operational Management Department

June 4, 2018

