**SCIENTIFIC ADVISOR’S REFERENCE**

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| **Program:** | Master in Management (MIM) |
| **Student:** | Pavel Komissarov |
| **Title of thesis:** | THE RELATIONSHIP BETWEEN PRODUCER’S INFORMATION ON  CSR PROVISION AND CONSUMER’S WILLINGNESS TO BUY |

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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. |
| Research topic is clearly formulated and justified both from academic and practical/applied point of view. The aim and objectives of research are clearly settled and fit well the logic of the study. |
| **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. |
| The structure of thesis is clear cut and fully reflects logic of research. It is easy to read and follow the logic of the study. All required basic notions, concept and models are introduced in a consecutive manner with substantial number of references on relevant sources (research publications, theoretical and empirical facts, etc.) |
| **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 author of the thesis investigates relationship between producer’s information on  CSR provision and consumer’s willingness to buy. The goal and objectives are formulated correctly. The objectives cover the goal and include scientific literature review to define modern trends in CSR, CSR perception of customers, and cultural differences associated with consumer behavior. Proper managerial implications are proposed. |
| **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. |
| Data collected is sufficient to solve the research problem of the study. Respondents are from different countries which allow to investigate culture differences in customers behaviour. The data collected is clearly and meaningfully presented in the text. |
| **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. |
| Author provided an evidence of good knowledge of theoretical concepts and models, on one hand, and ability to adjust theoretical constructs purposefully – on the other. Methodology of undertaken research matches the objectives of the study. As a result the author correctly implements conjoint analysis and fractional factorial design for the data obtained. |
| **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. |
| The research provides useful insights for both already pro-CSR businesses and those that are still not. Author investigates three types of products: convenience goods, shopping goods, specialty goods and finds relationship between producer’s information on CSR provision and consumer’s willingness to buy these types of products. For instance, for the specialty goods to attract customers it is efficient to share information on CSR on a company level provision. Delivery of the information about producer’s efforts to be socially responsible might attract more customers. |
| **Quality of thesis layout.** Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references. |
| Quality of thesis layout at the very best can be evaluated as very high. |
| **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 thesis text is original and does not contain elements of plagiarism |

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

Date 02.06.2018

Scientific Advisor: Associate Professor A.V. Zyatchin