

## REFEREE'S REVIEW

<b>Program:</b>	MITIM
<b>Student:</b>	Ablay Dosmaganbetov
<b>Title of thesis:</b>	Determinants of Internet banking adoption

<b>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.</b> 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.	<u>5</u>	4	3	2
<b>Structure and logic of the text flow.</b> Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.	<u>5</u>	4	3	2
<b>Quality of analytical approach and quality of offered solution to the research objectives.</b> 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.	<u>5</u>	4	3	2
<b>Quality of data gathering and description.</b> 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.	<u>5</u>	4	3	2
<b>Scientific aspect of the thesis.</b> 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.	<u>5</u>	4	3	2
<b>Practical/applied nature of research.</b> 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.	<u>5</u>	4	3	2
<b>Quality of thesis layout.</b> Layout fulfils the requirements of the Regulations for master thesis preparation and defense, correct layout of tables, figures, references.	<u>5</u>	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:

Master thesis is devoted to an important topic of adoption of internet banking in Russia. Author selected UTAUT (Unified theory of acceptance and use of technology) and got 82 answers for quantitative research from business school (master) students. Results based on Linear Regression (Ordinary Least Square (OLS) method showed that Performance Expectancy, Effort Expectancy, Facilitating conditions and Self-efficacy influences internet banking adoption.

The work is well structured, quality of data gathering shows that the author is a good researcher. Among main strengths we should mention deep theoretical research on theories and methods for investigation of a particular IT adoption and good presentation of statistical analysis results.

Among limitations of the results author should have pointed that the survey audience that he selected for the research is not representative of internet banking users (only master students were considered). Probably it would be more practical to consider those users, who haven't used internet banking yet (only 12% of the survey audience hasn't had such an experience). It's also not clear why author concludes (p. 53): "to succeed on the highly competitive market where information technologies play key role, it is necessary to focus on social and anxiety awareness". Research doesn't show that these factors have strong influence on internet banking adoption. Also finding that PC banking is considered as most frequent e-banking type (50%) requires some further check that all respondents understood the terminology correctly and didn't confuse it with internet banking where you don't need to install special software.

Master thesis of Ablay Dosmaganbetov meets the requirements of MITIM program, and according to the reviewer's opinion deserves an "excellent" grade, thus the author can be given the desired degree.

Date 15.06.2014

Referee: PhD, Vladimir Gorovoy

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