

SCIENTIFIC ADVISOR'S REFERENCE

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| Program: | MITIM |
| Student: | Kostas Papunidis |
| Title of thesis: | Factors affecting the adoption of mobile applications originally available in fixed-web environment |

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| <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>Recent years have witnessed increased interest in mobile applications (MA). The objective of Kostas' master thesis was very practically oriented – to conduct the analysis in order to give recommendations for mobile application developers about the most influential factors perceived by users. The topic of the thesis is interesting, important and very relevant for ICT sector at the moment and in the future.</p> |
| <p>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.</p> <p>The work consists of 3 chapters and appendices. They are logically connected. The total impression - headings and text are in accord. The paper also provides a good but not well structured literature review on described topic.</p> |
| <p>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.</p> <p>Kostas demonstrated the good ability to formulate and convey the research problem. The theoretical part of the work is based on gradual examination of current studies on MA. The literature review is done in a proper way. Literature review identified the lack off the research in this topic. Finally the research findings suggest that users need comprehensible interfaces, also ubiquitous access to the mobile applications will increase the usage rate of the application</p> |
| <p>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.</p> <p>The research model and all the hypotheses were constructed in the second part of the study. All the hypotheses were testing positive influence of aforementioned factors on such constructs as behavioral intention, perceived ease of use, perceived usefulness. The sample size was about 200 respondents, all of them were Russian citizens and utilized mobile applications originally available in fixed-web environment.</p> |
| <p>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.</p> <p>Kostas showed the ability to review material, both literature and empirical data, in a neutral and objective fashion. The author really contributed to the issues of MA body of knowledge and practice. The literature review and methodology demonstrates author's structured and independent scientific thinking. The limitations are caused by the choice of sampling which consists of only Russian smartphone users.</p> |
| <p>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.</p> <p>The author has developed some practical managerial recommendations based on revealed factors. His recommendations on the main topic sound as professional business analysis. The theme is important and raises questions of current interest for the profession. His study has some strong elements that are mentioned above. Even some found weaknesses do not lower the value of his findings.</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> <p>The conclusions presented are well structured, logical, justified and lack errors. The quality of the layout is good.</p> |

Working towards master degree Kostas proved to be independent, thoughtful, industrious and professionally oriented student. In general the Master thesis of Kostas Papunidis meets the requirements for master thesis of MIB program, thus the author of the thesis can be given the required degree.



Date

Scientific Advisor: (academic title, name)

Prof. Tatiana Gavrilova