

## REFEREE'S REVIEW

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

<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.	5	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.	5	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.	5	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.	5	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.	5	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.	5	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.	5	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:

Since mobile devices found their way to consumers' lives, mobile communications become more and more accepted and diffused into every day's life of people. Customers are using basic mobile services, such as voice call and Short Messaging (SMS), and more advanced and sophisticated services - like mobile email, mobile web, and location based services and mobile monitoring of Radio Frequency Identification (RFID) information. So the objective of this work is important and topical.

The work consists of introduction, 3 chapters, list of references and 3 appendixes. After the introduction, the thesis continues with the review of the theoretical literature on the key concepts of Kostas's thesis. Chapter 2 presents theoretical study of research tools and research model development. First the research model is and the hypotheses development is described. Then Kostas discusses Structural Equation Modeling (SEM) approach, and chooses it as a basic research tool. Chapter 3 offers the empirical study of mobile application adoption, data collection plan and analysis of results. Kostas uses the LISREL software ([www.ssicentral.com/lisrel/index.html#lisrel](http://www.ssicentral.com/lisrel/index.html#lisrel)) for structural equation modelling that includes statistical methods for complex survey data. Findings of the paper are presented in the conclusion. List of references completes the thesis.

The overall text is presented in a logical manner. Still, some critical scientific remarks could be raised regarding this thesis:

1. The usage of "the adoption of mobile applications originally available in *fixed-web environment*" phrase is not the best for naming mobile application adoption research, keeping in mind that "fixed-web environment" is not the common used IT term.

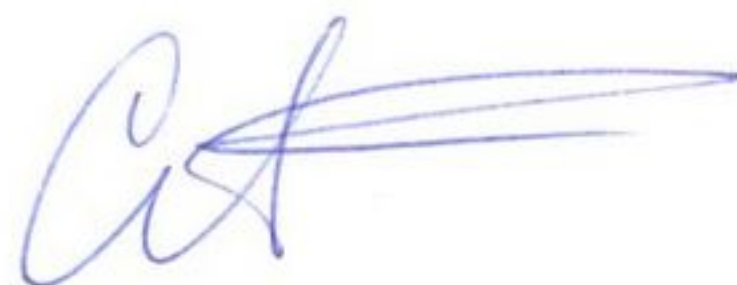
2. The structuring and explanation of the paper results are poor. From 47 pages of the paper's main content only 11 p. are used for description of Chapter 2 content and 14 p. - for Chapter 3 content. Capsule and sometimes sketchy style of presentation makes it difficult to assess the quality of results and the legitimacy of various research approaches usage.
3. Measurement model in Appendix 2 needs comments and some linkage with the Chapter 2 and 3 content.
4. The rapid development of new mobile service innovations and evolution of mobile communications in recent years expanded the range of mobile applications which now include enterprise mobility, mobile payments and banking. Unfortunately these new mobile apps were not included in the list of the survey (p.58). For example, Salesforce, SAP Enterprise mobility software solutions and etc.
5. Some of references should be corrected. For example, *Zamprou* -> *Zarmpou*.

*General conclusion*

Master thesis of Kostas Papunidis meets the requirements of MITIM program, and deserves a "good" grade in case of successful defence, thus the author can be given the desired degree.

Date: 15/06/2014

Referee: *Associate professor Sergey Yablonsky*

A handwritten signature in blue ink, appearing to be 'S. Yablonsky', with a long horizontal stroke extending to the right.