

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in International Business Program
Student:	Tatiana Bobrus
Title of thesis:	FACTORS OF INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) ADOPTION IN THE CONTEXT OF SMART CITY DEVELOPMENT

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.

The thesis of Tatiana Bobrus investigates factors that influence the adoption of smart city solutions tests how those factors influence the frequency of use. Given the growing importance of smart city solutions for ensuring life quality in mage cities, the author derives the importance of the research from societal trends.

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 thesis has a very well structure and logical flow that support the reader in following the line of argumentation. The four main chapters are carefully aligned and well balanced, building a clear overall picture of previous work, research methodology, the study, as well as the discussion and conclusion.

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.

Throughout the thesis, the author shows an outstanding ability to develop an approach that matches research objectives. In general, there is great depth and good overview of the various aspects and how they relate to the research objective. The classifications of smart city solution, for example, shows a high level of reflection on the topic.

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.

The author conducted an extensive user survey with a great variety in the user sample, and also conducted expert interviews to back up these findings. Both studies demonstrate the ability to handle different research methods on a high level of execution and analysis. The design of the questionnaire, for instance, is clearly linked to a broad range of existing research. Each of the methods alone already provide interesting results, together they provide a thorough analysis to address the research questions.

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.

The author demonstrates the ability to combine and think with a range of scientific theories. Using factor analysis, she develops three factors and correlates them with the frequency of use. The overall approach shows a high level of methodological expertise to solve problems using scientific approaches.

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 author derives managerial implications that describe the factor that are the most relevant for the various actors who are involved in developing smart city solutions. The identified factors are directly link to their managerial implications in very logical and straightforward manner.

Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.

The thesis is very well layouted, references, tables and figures are consistently used and described.

The master thesis of Tatiana Bobrus meets the requirements for master thesis of Master in International Business program thus the author of the thesis can be awarded the required degree.

Date: 12.06.2015

A handwritten signature in blue ink, appearing to read 'T. Samsonowa', is written over the text 'Scientific Advisor: Dr. Tatjana Samsonowa'.

Scientific Advisor: *Dr. Tatjana Samsonowa*