

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	MITIM
<b>Student:</b>	Margarita Venediktova
<b>Title of thesis:</b>	Determinants of smart-city mobile applications' continued use

<p><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.</p>
<p>The objective of Margarita's master thesis was to investigate factors that affect continued use intention towards mobile applications which are associated to smart city concept ("smart city mobile applications" hereinafter). She also tried to identify any differences in these factors depending on the category of mobile application from smart-city point of view ('smart mobility', 'smart living', 'smart economy'). There are many papers in the technology adoption area, but no researches concerning continued use of smart city mobile applications with focus on Russian.</p>
<p><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.</p>
<p>The work consists of 3 chapters: theoretical overview of technology acceptance models and their usage for mobile applications in the context of smart-city, empirical research methodology and empirical study. They are logically connected and well-structured.</p>
<p><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.</p>
<p>Margarita analysed theoretical material, suggested an analytical model and a set of hypotheses, collected the necessary data using a survey and analysed the results using structural equation modeling in order to test hypotheses.</p>
<p><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.</p>
<p>Required data for empirical part was obtained through survey in a form of a questionnaire, which was posted on social networks facebook.com and vk.com. Survey was also distributed using SPBSU corporate mail system. 181 users participated in the survey, however, only 172 responses were valid. Structural equation modeling technique was employed in order to test hypotheses embedded into research model.</p>
<p><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.</p>
<p>The literature review is good and wide, especially in the area of technology acceptance and continued use theories. Margarita not only described these theories, but also compared them with respect to determinants inherited by each theoretical model. She also combined two technology acceptance and continued use models in order to create its own.</p>
<p><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.</p>
<p>This topic is mostly of theoretical nature, since the analysis is done at a generic level. But Margarita managed to provide some managerial recommendations.</p>
<p><b>Quality of thesis layout.</b> Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.</p>
<p>The quality of the layout is very good. Language of the thesis is very good.</p>

Working towards master degree Margarita proved to be a smart, organized and professionally oriented student. Margarita demonstrated a good competency in reseach methods. She started her research quite early and worked regularly.

The Master thesis of Margarita Venediktova meets the requirements for master thesis of MITIM program thus the author of the thesis can be awarded the required degree.

Date

Scientific Advisor:  
Dmitry Kudryavtsev, PhD,  
Associate Professor

A handwritten signature in blue ink, appearing to be 'D.K.', is positioned to the right of the text identifying the scientific advisor.