

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	<b>Master in Management (MIM)</b>
<b>Student:</b>	<b>Anna Sivtsova</b>
<b>Title of thesis:</b>	<b>«The impact of country of origin on brand image perception and purchase intentions: case of Korean products in Russian skincare market»</b>

**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 topic chosen for research has a high practical relevance, as it makes an attempt to explore an existing phenomenon on the perspective Russian skincare market. The paper also *closes an existing research gap*, as no papers exploring country of origin phenomenon on Russian cosmetics market have been made. The aim and objectives are defined *clearly and accurately*.

**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.

In general, the research gives an impression of *a complete and logical study*. The master thesis consists of five well-combined chapters that effectively convey the logic of the research.

**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.

The *objectives* stated in the thesis *are fully covered* by the represented analysis. The scientific and market sources were picked up in accordance with the topic and helped the author to make deep theoretical overview of the problem.

**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 chosen research method, quantitative study, was performed *in a proper way*. The analysis of the data gathered through a survey allows to make important conclusions about the existence and origins of the country of origin effect on Russian skincare market.

**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 revision of the work showed *the independent approach* of the student to the stated problem. It is shown by the literature that was chosen and analysed, methodology of the research and the practical application.

**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.

Thesis produces impression as a creative, practice-oriented work, aimed at achieving practical results. The current research can be seen *as actual and practically applicable*. The practical research part is preceded by broad theoretical review, analyzing the meaning of brand perception, basis of country of origin effect, its impact on business and the country image

concept, and market overview.

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

The bibliography list in general is rather representative. The scientific and business sources were chosen according to the topic and helped student to make a complete theoretical overview on the problem. Master thesis has neat appearance and makes a positive overall impression, as its *layout fulfils the requirements*. All the figures and tables of the paper have sources and references.

**Originality of the text.** The thesis text is original and *does not contain elements of plagiarism*

The Master thesis of **Anna Sivtsova «The impact of country of origin on brand image perception and purchase intentions: case of Korean products in Russian skincare market»** meets the requirements for master thesis of MIM program, thus the author of the thesis can be awarded the required degree.

12/06/2020

Scientific Advisor

Professor



Starov S.A.