

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management
Student:	Labazanov Ruslan
Title of thesis:	THE EFFECT OF USER DIGITAL COMPETENCE ON SMARTPHONE PERCEIVED QUALITY IN THE RUSSIAN MARKET

Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.
The issue of digital competence is a widely discussed topic nowadays, both in academia and in practice, however, application of these issues in consumer behavior remains rather limited. The presented paper sheds light on the connection between consumer digital competence and perceived quality in the Russian smartphone market. The topic choice is properly explained, its aim and objectives are well-justified in line with the topic.
Structure and logic of the text flow.
The text flow is logical, the full scope of the thesis is well-structured and balanced, and alignment between theoretical and practical parts is appropriate.
Quality of analytical approach and quality of offered solution to the research objectives.
The author demonstrates ability to formulate and develop a research problem and offer appropriate analytical solutions to address it. The research methodology and research design fully meet both the nature of the research questions and the latest trends in management research. It should be noted that the author independently mastered PLS-SEM methodology and properly justified the choice of the method.
Quality of data gathering and description.
Research design description and justification are fully covered in the paper. The sampling approach choice and application are fully in line with the chosen methods, which allows us to consider the data collected as valid and reliable.
Scientific aspect of the thesis.
The paper is a good demonstration of the author's independent scientific thinking in solving the research problem stated, which was fully demonstrated through the development of propositions, research methodology and organization of empirical research. The author provides a thorough literature review on the issue of digital competence and its definition. It should be noted that the developed and empirically confirmed view on consumer digital competence can be considered a clear contribution to the literature and academic discussion on the topic.
Practical/applied nature of research.
The results of the paper provide a better understanding on interconnections between consumer digital competence on one side and importance and assessment of various aspects of perceived quality of consumer electronics on the other side. These results may help practitioners in building profiles of consumers and in improvement of communication policies of brands that take into consideration consumers digital competence level.
Quality of thesis layout.
The layout is fulfils the requirements of the Regulations for master thesis preparation.
Originality of the text.
The text is original and contains no traces of plagiarism.

The Master thesis of **Labazanov Ruslan** meets the requirements for master thesis of **MIM** program thus the author of the thesis can be awarded the required degree.

Date: 14.06.2020

Scientific Advisor:

Candidate of Science (Economics), Senior Lecturer of Marketing Department

Olga Alkanova

