

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management
Student:	Kristina A. Yurovskikh
Title of thesis:	DIGITAL TRANSFORMATION MATURITY: STUDY FOR RUSSIAN MARKET

<p>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.</p>
<p>The digital transformation of companies is in topic nowadays. Not only the success of separate companies, but also the industry and the market as a whole depends on the state of companies digitalization. The goals and objectives of the work are subordinated to the study of digital maturity of Russian companies.</p>
<p>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.</p>
<p>The structure of the thesis is logical and reflects the theoretical and applied research of the author.</p>
<p>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.</p>
<p>All the research steps are theoretically justified, the author justified the selection of the data collection method. Based on an analysis of available surveys on digital transformation of companies, Kristina adapted the methodology to her research.</p>
<p>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.</p>
<p>The quality of data collection and processing corresponds to the requirements for master's thesis.</p>
<p>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.</p>
<p>Kristina independently adapted the research methodology and applied it to the analysis of Russian companies.</p>
<p>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.</p>
<p>An analysis of the digital maturity of Russian companies reveals trends and leaders in the field of digitalization of Russian business and develop this direction in the future.</p>
<p>Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.</p>
<p>The thesis layout meets all master's thesis requirements.</p>
<p>Originality of the text. All sources of match identified by the Safe Assign system follow the allowed cases, the paper does not contain any elements of plagiarism.</p>
<p>The literature review in the theoretical part of the thesis contains some citations without reference.</p>

The Master thesis of Kristina A. Yurovskikh 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: Ass.Professor, Candidate of Mathematics and Physics Sciences Elvira V. Strakhovich