

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	Master in Management
<b>Student:</b>	Semen Gorshynov
<b>Title of thesis:</b>	INVESTIGATING FACTORS INFLUENCING DREAM OF LUXURY AMONG MILLENNIALS

<b>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.</b>
Topic choice has been motivated by the discourse in the extant literature related to changes in the luxury market. The research gap covered by the paper is well-aligned with the research aim and objectives. The topic is devoted to a relatively unexplored phenomena of dream of luxury and is original by its nature.
<b>Structure and logic of the text flow.</b>
The text is logically built, the structural parts are properly aligned with each other.
<b>Quality of analytical approach and quality of offered solution to the research objectives.</b>
The author demonstrates maturity in formulating the research problem, developing the research model and selecting and justifying the research methodology. The quality of the empirical part of the study can be assessed as exceptionally excellent, the SEM approach is applied in full consistency with the recent trends n research.
<b>Quality of data gathering and description.</b>
Organization of the study fully meets the requirements of the chosen model and research methodology. The data collected is adequate, the sample is large enough and representative.
<b>Scientific aspect of the thesis.</b>
The author demonstrates a high level of independent scientific thinking. The research presented contributes to the discussion of changes that specifics of millennials as a generation bring to the luxury markets. The role of “dream of luxury” in forming purchase intent is confirmed through quantitative modelling, that opens a new direction of further research on the topic. The results of the study can be considered for publication in an academic journal.
<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.
Although the paper contributes to theory development, it also possesses practical value as it provides a clear insight on how purchase intent of millennials is firmned in the luxury markets. Thus, it gives practitioners more tools in building communications with this prospective segment. As ecological trend has also been considered in the model, the results also show to what extent this factor is influential in the luxury market for the studied generation (ecological issues are considered as one of the main topics addressed by millennials).
<b>Quality of thesis layout.</b>
The paper is neatly formatted in full alignment with the requirements towards master theses.
<b>Originality of the text.</b>
The text is original and contains no trace of plagiarism.

The Master thesis of **Semen Gorshynov** 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

