

SCIENTIFIC ADVISOR'S REFERENCE

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| Program: | Master in Management (MIM) |
| Student: | Daniil Morachev |
| Title of thesis: | LEAD GENERATING INTERNET PLATFORM-BASED COOPETITION: COMPANY CHARACTERISTICS AFFECTING THE COOPERATION PERFORMANCE |

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| <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 goal is to identify potential impact that can be caused by a lead generating internet platform-based cooperation among companies. The tasks of the thesis are clear and cover the goal of the study.</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>Logics and structure of the paper are good. The main part of the topic consists of four chapters, closed by references and appendices. Research methodology includes quantitative modeling.</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>Thesis goal and objectives are clearly stated; thoroughness of the content and the text are good and has all features necessary for the scientific research. Scientific goal of the research is to identify potential impact and develop tools that can be caused by a lead generating internet platform-based cooperation among companies.</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>In this thesis the theoretical and conceptual framework was examined by means quantitative modeling on the empirical data. The quantitative part of the thesis is good.</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>The core objective of the research is to identify potential impact that can be caused by a lead generating internet platform-based cooperation among companies, which operate in one industry, on this industry based on the improvement of cooperation tools. The purpose of the study is complete.</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>The LGIPBC can be used as an instrument to help market companies to relocate distributed products from the market at high prices and low quality. This makes it a good opportunity for companies to improve their customer loyalty and to make business dynamics more transparent.</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 layout of the thesis fulfils the requirements of the Regulations for master thesis preparation and defence. The layout of tables, figures and references is also correct.</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 paper is original work and does not contain elements of plagiarism</p> |

The Master thesis of Daniil Morachev meets all requirements for master thesis of Master in Management program, thus the author of the thesis can be awarded the required degree.

Date: June 11, 2020

Scientific Advisor:

A handwritten signature in black ink, appearing to be 'N. Zenkevich', written in a cursive style.

Associate Professor, Operations Management Department
Nikolay A. Zenkevich