**RESEARCH ADVISOR’S REFERENCE**

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| **Doctoral program:** | Economics and Management |
| **Doctoral student:** | Snezhana Muravskaia |
| **Title of the final****thesis:** | Influence of gamification in marketing in consumer behavior |

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| **Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.** Justification ofthe 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 aim of the study is well defined, accompanied with several objectives. Author additionally defines the research problem and several research questions. The focus is to develop and test an empirical model that allows investigating relationship between the perceived (i.e. recognized by consumer) gamification and behavioral outcomes.  |
| **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. |
| The thesis is organized as an article-based text, not a monograph. The thesis is based on 5 articles, representing various stages of working on the doctoral research – from conceptual analysis of foundations of gamification, to empirical test of a developed scale, and finally testing the effects based on empirical model with all the relevant factors considered.  |
| **Quality of the content of the presented portfolio:*** ability to correctly narrate the material, absence of factual, logical and grammatical errors; compliance with the style of the chosen work format; correct usage of professional terminology;
* relevance of the content; depth of analysis; reliance on well-framed concepts when elaborating on the research objectives;
* fluent knowledge of the research theoretical framework;
* the author’s independence when conducting research: development and justification of his/her own approach to research, evidence of the author's understanding of theoretical concepts and possibilities for their practical implication, self-sufficiency in presenting the materials, creative approach, ability to reason one’s own point of view, clarity of narration;
* quality of the critical analysis of theoretical sources used;
* justification of the choice and quality of research tools and methods, their compliance with the research objectives;
* literacy in the methodology application and use of selected methods;
* justification of data (information) collection, the quality of data collection, their reliability, adequacy of the tools used, justification of approaches towards data collection and processing;
* generalization of the results, presence of theoretical and practical conclusions on the results of the work done
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| Presented portfolio includes articles at different stages – from already published to those in under review. Published (or accepted) papers include the journals like “SPbSU Vestnik. Management Series”, Journal of research in interactive marketing” (D-level, ABS), International Journal of Information management (C-level, ABS), as well as one manuscript in the status of working paper. Theoretical foundation of the study is based on a thorough literature review of existing sources. Empirical study is based on a series of quantitative data sets. Data analysis included all the required steps of reliability and validity controls. The results contribute both theoretically and managerially, thus adding to existing research on consumer behavior, its drives and motives, and specifically the role of persuasion knowledge and perceived gamification. |
| **Quality of the extended introduction formatting**- formatting in accordance with the corresponding requirements (correct formatting of individual elements of the text: paragraphs, headings, subheadings,internal headings, formulas, tables, figures and references to them, compliance with the levels of headings and subheadings, presence of references to the sources indicated in the literature list, etc.), incl. the requirements of GOST R 7.0.5.2008 "Bibliographic reference". |
| The formatting meets the requirements.  |
| **Quality of literature used in the work****-** the relevance and completeness of the literature list, the correctness of its compilation, presence of scientific monographs, articles from foreign periodicals with a high citation index in the corresponding field. |
| The study is based on extensive study of literature that addresses the areas of study – consumer behavior, consumer loyalty, perception, gamification and persuasion knowledge.  |

The Final thesis of Doctoral student **Snezhana Muravskaia** meets the requirements for final thesis of Doctoral program thus the author of the thesis can be awarded the required degree.

Date: June, 19th 2020

Research Advisor: Associate Professor Maria M. Smirnova