**SCIENTIFIC ADVISOR’S REFERENCE**

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| **Program:** | **Master in Management** |
| **Student:** | Vladislava MASHKOVSKAIA |
| **Title of thesis:** | **FACTORS INFLUENCING CONSUMER BEHAVIOR IN**  **GAMING INDUSTRY: EVIDENCE FROM RUSSIAN MARKET** |

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| **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. |
| The topic is choice is rather justified, first of all through the relevance of the gaming industry nowadays. The objectives are in line with selected topic and well explained. |
| **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 overall structure of the thesis follows its goal and objectives. |
| **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. |
| The thesis is based on a very precise, not very extensive theory review. Its substantial part is also devoted to the industry overview, followed by the empirical study. The thesis might be strengthened through a more solid and extensive theoretical review, underpinning the study. |
| **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. |
| The quality of data collection is appropriate and fits the selected method. |
| **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. |
| The thesis is rather focused on the practical side, following the definition of the topic is relevant and up to date for the industry. A stronger literature review and justification of theoretical contribution could help in improving scientific aspect of the thesis. |
| **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. |
| The practical nature of research is related to the use of country-specific data, particularly considering lack of similar studies on Russian market. |
| **Quality of thesis layout.** Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references. |
| The quality of thesis layout in general meets the program requirements. |
| **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. |
| The degree of originality of the text is high (98,6%). |

The Master thesis of Vladislava MASHKOVSKAIA meets the requirements for master thesis of MIM program thus the author of the thesis can be awarded the required degree.

Date: 15.6.2021

Scientific Advisor: Maria M. Smirnova, Associate Professor