**SCIENTIFIC ADVISOR’S REFERENCE**

|  |  |
| --- | --- |
| **Program:** | **Master in Management (MIM)** |
| **Student:** | **Ovechkina Ekaterina Nikolaevna** |
| **Title of thesis:** | **«Evaluation on customer-based brand equity of retail chain Lenta»** |

|  |
| --- |
| **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. |
|  Topicality of the research is correctly formulated by the author in the introduction to the research. The topic is actual. The main purpose of this master's thesis is to identify the main factors affecting the consumer-based brand equity of retail chains and to form a model of consumer-based brand equity.  |
| **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. |
|  In general the research gives an impression of *a complete and logical study*. The master thesis consists of three well-combined chapters that effectively convey the logic of the research. The structure of the final qualification work is determined by the logic of the goals and objectives set for this research, and consists of three chapters that consistently disclose the results of the research obtained by the author.  |
| **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 *objectives* stated in the thesis *are fully covered* by the represented analysis. The articles and monographs were picked up in accordance with the topic and helped the author to make deep theoretical overview of the current problem. The list of literature used in writing abstracts includes 59 items.  |
| **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 chosen research method, quantitative study was realized in a proper way. The analysis of the data gathered through a survey allows to identify the main factors affecting the consumer-based brand equity of retail chains and to form a model of consumer-based brand equity.  |
| **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 revision of the work showed *the individual approach* of the student to the stated problem. It is shown by the literature that was chosen and analyzed, methodology of the research and the practical application.  |
| **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. |
|   Thesis produces impression as a creative, practice-oriented work, aimed at achieving practical concrete results. The current research can be seen *as actual and managerially applicable*. The proposed model can help companies in analysing the current position of a retailer in the market, both in relation to competitors, and in general in terms of consumer perception of this retail chain. The consumer equity model of a retailer's brand can be used in the process of conducting a brand audit, as well as evaluating the results of implementing changes to the company's branding system or rebranding results. Also, thanks to the resulting model, companies can evaluate the effectiveness of brand equity by interviewing customers for all elements of the model.  |
| **Quality of thesis layout.** Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references. |
|   The bibliography list in general is rather representative. The articles and monographs were chosen according to the topic and helped student to make a complete theoretical overview on the problemMaster thesis has neat appearance and makes a positive overall impression. All the figures and tables of the paper have sources and references. |
| **Originality of the text.**  The thesis text is original and *does not contain elements of plagiarism* |
|  |

The Master thesis of **Ovechkina Ekaterina Nikolaevna** *«Evaluation on customer-based brand equity of retail chain Lenta»* **meets** **the requirements** for master thesis of MIM program, thus the author of the thesis can be awarded the required degree.

15/06/2021

Scientific Advisor

Professor

 Starov S.A.

