

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	<b>Master in Management</b>
<b>Student:</b>	<b>Denis N. Dorofeev</b>
<b>Title of thesis:</b>	<b>THE EFFECTS OF OMNICHANNEL CONTEXT-SPECIFIC FACTORS ON CONSUMERS' PURCHASE INTENTION</b>

<p><b>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.</b> 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>From the retailing commercial perspectives, the Internet has significantly transformed the retailing landscape over the last few decades. The dominance of online channels in many sectors has led to a large number of retailers and businesses to adopt multi-channel strategies. Multi-channel is considered as the design, deployment, coordination, and evaluation of the different channels through which the firms interact with their customers, aiming to increase customer value through relationship building, development and maintenance. It is indicated that multi-channel retailing is moving towards an omni-channel model in which the total integration of various platforms shapes the service interface and creates a seamless experience for the consumers. Considering all above, the master thesis of Denis Dorofeev seems to be surely topical. The title, research problem and research questions are clearly specified. The goal is real, accurately expressed and the tasks are defined in a good form.</p>
<p><b>Structure and logic of the text flow.</b> Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.</p> <p>The thesis is organized in a logical way. The structure of the research is divided into three main parts. The first chapter is related with the theoretical justifications of the research and includes main definitions, literature review, theoretical frameworks analysis, and development of the conceptual research model. In the chapter two author develops general research design and primary data collection. In chapter three Denis discussed results, theoretical and managerial implications. In conclusion Denis summarizes the paper's results. Both theoretical and empirical part of the thesis are consequently aligned in terms of their structure.</p>
<p><b>Quality of analytical approach and quality of offered solution to the research objectives.</b> 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>Author demonstrates ability to formulate and convey the research problem and to offer options for its solution applying the latest trends in relevant research.</p>
<p><b>Quality of data gathering and description.</b> 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>The dataset used in this thesis was extracted through survey and does not infringe or breach any confidentiality. Quality of selecting research tools and methods is mostly good. Author demonstrates adequacy of used data for chosen research tools and methods. The data samples are described and analysed. The list of reference is mostly complete and relevant.</p>
<p><b>Scientific aspect of the thesis.</b> 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 research adopts a modified version of the Technology Acceptance Model (TAM) with perceived enjoyment mediating relationships between the original constructs (perceived usefulness, perceived ease of use, and purchase intention).</p>
<p><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.</p> <p>The practical contribution of the thesis is that it develops measurement items and filled them with primary data collected from consumers of the Russian grocery retail market. The results demonstrated that the constructs representing omni-channel dimensions were good predictors of perceived usefulness and ease of use, which, in turn, affect consumer's purchase intention.</p>
<p><b>Quality of thesis layout.</b> Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.</p> <p>Layout fulfils the requirements of the Regulations for master thesis preparation and defence. All the tables and figures are properly edited and represented.</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.

All sources of match identified by the Safe Assign system follow the allowed cases, the paper does not contain any elements of plagiarism.

The Master thesis of **Denis Dorofeev** meets the requirements for master thesis of MIM program thus the author of the thesis can be awarded the required degree.

Date: 14.06.2021

Scientific Advisor:

Assoc. Professor Sergey Yablonsky

