

SCIENTIFIC ADVISOR'S REFERENCE

Program:	MIM
Student:	Mstislav Isakov
Title of thesis:	Key factors, influencing formation of consumer loyalty in the sportswear market of Russia

<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 topic is well defined and directly relevant to the author's current employment, thus bearing direct implications to practice. The scientific novelty of the study setting could perhaps be better defined – however, the context of the study is novel (in terms of both country setting and industry) and thereby adds to our understanding of the focal phenomenon.</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>The thesis is well organized with a balanced structure, and the text is easy to follow.</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>The selected research approach fits well with the aims of the study. The research problem/"riddle" to be solved by the research could be stated more clearly; however, the focus of the study is well defined.</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>The data collection for the thesis is particularly meritorious. The author has used a survey to collect primary data from more than 10.000 individuals, ending up with a usable set of 2.663 respondents matching the strict criteria defined for the sample. The size and quality of the sample are exceptional for a Master's thesis. The choice of structural equation modelling as a method to analyze the data is ambitious and reflects the author's interest in and mastering of advanced analytical methodology.</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 author has prepared the thesis in a highly independent manner. Both the data collection and analysis reflect author's high commitment to completing the study without saving efforts.</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 study is directly related to the Russian managerial practice, as well as the author's own employment. The implications of the study's findings are clear, albeit might not bear overly much novelty. The study sheds light on customer loyalty in the Russian sportswear market, adding to our understanding of the phenomenon in the highly specified, local context.</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 thesis has a professional appearance and fulfils the requirements of a Master's thesis.</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>

The Master thesis of **Mstislav Isakov** 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: Johanna Frösén, Associate Professor