

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	Master in Management
<b>Student:</b>	<b>Alena Lodyanaya</b>
<b>Title of thesis:</b>	THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY (CSR) ON BRAND EQUITY AND COSTUMER PURCHASE INTENTION

**Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis**

The paper is devoted to an up-to-date topic of the effects of company CSR activities on its brand equity and related consumer purchase intentions. The research questions decompose the research problem into 2 logical parts. The topic is well-justified and original, and well-aligned with the objectives of the study.

**Structure and logic of the text flow**

The paper logic can be assessed as appropriate; the structure of the text fits the overall logic of the objectives of the paper.

**Quality of analytical approach and quality of offered solution to the research objectives**

The paper represents an independent study of a good quality, that fulfills the research goal. The objectives stated by the author are covered in the paper, and the chosen approach is based on recent trends in research methodology as well as best practices in the chosen field of study. The industry choice is also well-justified and based on analysis of the market in relation to the ability of the case industry to provide enough case material for the study.

**Quality of data gathering and description**

The research design is based on quantitative research methodology which is well aligned with the goal of the study and the nature of the stated hypotheses. The data was collected through the online survey and is adequately valid for the exploratory nature of the study. The list of references is extrusive and represents a good coverage of the conceptual and empirical background for the study.

**Scientific aspect of the thesis**

The paper provides theoretical contribution through identification of the effects of CSR activities on brand equity and consumer purchase intentions which is yet not largely researched in the academic literature. The classic model of CSR Triple Bottom Line was adopted and further developed in accordance with the goals of the dominant strategic CSR approach among companies. While performing the study, the author demonstrated independent scientific thinking and ability to develop research solutions to address the research problem under study.

**Practical/applied nature of research.**

The presented research provides practical implications for companies that are implementing CSR activities which is of higher importance under the rise of ESG discourse in academic and practical communities. The positive impact of perceived CSR on Brand equity and Purchase intentions was confirmed through the empirical study, it was also found that the congruence of the CSR policy with the core business of the company has a positive effect on the CSR perceived by the consumer, Brand equity and unmeasured purchase.

**Quality of thesis layout**

The layout fulfils the requirements of the program, the formatting is appropriate.

**Originality of the text**

The text is original and contains no trace of improper usage of sources.

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

Date: 15.06.2020

Scientific Advisor: Candidate of Science (Economics), Senior Lecturer of Marketing Department  
Olga Alkanova

