SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Urban Management and Development
Student:	Syrneva Elizaveta
Title of thesis:	Applying digital technologies in social marketing to solve the problem of environmental pollution

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 thesis explored the issues of St. Petersburg ecological policy. The research is in line with popular tendency to consider public policy as the instrument to fit SDG. In order to achieve thesis goal, the issues of the legal framework of environmental policy, current trends and ways of its implementing by means of social marketing mechanisms, have been examined.
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 aim of the Thesis is to develop a set of measures based on the mechanisms of social marketing to improve the quality of urban policies to combat environmental pollution. To do that an analysis of modern solutions for the implementation of population environmental education was carried out. The priority areas of digital technologies in the framework of policy implementation have been identified and an online-survey of residents of St. Petersburg and Leningrad Region has connected theoretical and empirical parts.
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.
In order to fit the aim of the research, the author has selected the appropriate qualitative and quantitative methods. The author combines qualitative research with findings from data collection. The survey permits to identify consumer insights and get answers to some research questions, and the applied cluster analysis allowed to discover 4 clusters with some features and preferences, which formed the basis for recommendations on the development of event programs and the choice of communication channels.
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.
In the thesis the collected data have been explored with accuracy and have been used to obtain answers to important for giving recommendations research questions. The literary review was a little bit excessive.
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 in the first researches that examine the digital environmental activism of population. The suggested approaches can be used and develop in the future researches.
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 main strength of thesis is from my point of view in the attempt to increase public awareness of environmental education and give to citizens chance to be engaged into combating pollution by means suggested eco-app.
Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.
Layout, in total, fulfils all requirements of the Regulations for master thesis preparation and defence.
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 thesis text is original and does not contain elements of plagiarism.

Thus, the Master thesis of Syrneva Elizaveta meets the requirements for master thesis of MUMD program thus the author of the thesis can be awarded the required degree.

Date 11/06/2021

Scientific Advisor: A. Ivanov
PhD in Math