**SCIENTIFIC ADVISOR’S REFERENCE**

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| **Program:** | **Master in Management** |
| **Student:** | Siqi Wang |
| **Title of thesis:** | **How Live Shopping Influences Impulse Buying Desire: An****S-O-R model perspective** |

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| **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 topic choice is well justified, the aim and objectives are carefully presented.  |
| **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 structure of the thesis matches the defined aim and objectives.  |
| **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 strong side of the thesis is its methodology that fits well the research problem.  |
| **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 quality of data collection and description is high, all the requirements of the selected method are met.  |
| **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 scientific aspect of the thesis is particularly driven by selected confirmatory methodology of structural equation modelling. Also, as the thesis addresses a relevant and up-to-date topic it contributes to existing research.  |
| **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. |
| There are implications for numerous market players in understanding consumer behaviour through the lens of the thesis topic.  |
| **Quality of thesis layout.** Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references. |
| The quality of the thesis layout meets the requirements of the program.  |
| **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 originality of the text is high (97,5%). |

The Master thesis of Siqi Wang meets the requirements for master thesis of MIM program thus the author of the thesis can be awarded the required degree.

Date: 15.06.2021

Scientific Advisor: Maria M. Smirnova, Associate Professor