

SCIENTIFIC ADVISOR'S REFERENCE

Program:	MiBA
Student:	Du Shaohui
Title of thesis:	Consumer Repurchase Behavior Prediction Based on Different Fusion Models

<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 text covers aim and task of the thesis. The selected topic is extremely relevant since companies around the world are concerned with customer loyalty and user repurchase behavior.</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 text is well structured and fulfills the thesis scope. The logic of the research is clearly presented.</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 research design and method selection are suitable for the suggested research goal. The only limitation is that the research goal of the project is rather generic, while the solution is dataset- and case-specific. So, on the one hand, the student demonstrated his expertise in behavior prediction and received good dataset-specific results, but, on the other hand, it is hard to make any scientific generalizations out of this case</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 in this thesis came from the Tianchi big data competition held by Alibaba. This data set is provided by the Tmall platform and contains the shopping logs of anonymous users on the day of "Double Eleven" and the past 6 months before it. This data seems to be suitable for the research problem.</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 student made an overview of existing methods of repurchase behavior prediction, identified research gap and positioned his research correctly. So Du Shaohui demonstrated independent scientific thinking in solving the set problem and designing research. Although his research results are good for the chosen dataset, it is hard to generalize the conclusions.</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 author used real-life data from the Tmall platform and the solved a rather specific task (to predict whether these new buyers will buy goods from the same merchant again in the next 6 months). Only better focus on specific managerial problems and job-to-be-done could improve the practical value of the work.</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 layout of main text fulfils the requirements of the regulations for master thesis preparation and defense, but figures and tables do not have numbers and names.</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> <p>The thesis text is original (93%) and does not contain elements of plagiarism</p>

The Master thesis of Du Shaohui meets the requirements for master thesis of MiBA program thus the author of the thesis can be awarded the required degree.

Date: 10.06.2021

Scientific Advisor: Dmitry Kudryavtsev