

SCIENTIFIC ADVISOR'S REFERENCE

Program:	MiBA
Student:	Li Xiran & Li Yijun
Title of thesis:	Paid search analysis: Case of Big Data Analytics for French Cosmetic Company

<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 of this thesis is interesting and relevant to modern issues of e-commerce. The objective of Li & Li's master dissertation was practically oriented – to choose a metric to measure paid search effectiveness and help Lancôme e-commerce team gain a better conception of the paid search.</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 work consists of 4 chapters and discussion. They are logically connected. Practical implications are evident while the research methodology was also described well.</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 is based on statistical analysis. The main results include paid search efficiency measurement (with 8 efficient paid search keywords tested), paid search user understanding report, and strategic recommendations on paid search business. Both theoretical and practical outputs of the research are valuable nowadays. Proposed frameworks and approach can be applicable to the issue of e-commerce in cosmetics industry and distribution.</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>Li Xiran & Li Yijun have conducted frequency statistics for all queries searched by users in Google from 2019 to 2020 for Lancome company .</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 literature review is good and well structured. But the reference list is a bit outdated. The methodology is described clearly. The work is practically oriented and its findings have many managerial implications .</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>This work really provide Lancôme with managerial suggestions that can improve the efficiency of the paid search.</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 quality of the layout is good and the language of the thesis is very professional.</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 paper does not contain any elements of plagiarism, it has 99,8 % of original text.</p>

Working towards master degree these students proved to be a good and professionally oriented knowledge workers, with strong research skills, respecting all the deadlines. The Master thesis of Li Xiran & Li Yijun meets the requirements for master thesis of MiBA program thus the authors of the thesis can be awarded the required degrees.

Date: 10/06/2021

Scientific Advisor: Prof. Gavrilova T.A. & Assoc.prof. Zhukova S.V.