

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management
Student:	Meri Aivazian
Title of thesis:	System of factors in consumer choice of organic products

<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>Consumption of organic products is an increasing trend over the last decade. A system of factors affects this trend and should be considered in understanding the complexity of consumer choice. This is the main aim of the thesis, where Author incorporates various identified factors, including Covid-19 as the most recent relevant influence.</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 overall structure of the thesis is logical and includes a chapter with theory overview, followed by introduction of research methodology, the results and implications of empirical study.</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 study is based on a thorough literature review, on one hand, and an interesting mixed method research approach. This approach represents a good fit with the type and nature of research inquiry.</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 results and methodology of each step of data collection and analysis are presented with attention to detail. Each of the methods is documented according to its specifics. The results are summed up in form of word clouds, comparative tables, interpreted in connection to research questions.</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 combination of theory-based and empirical study-based approaches and results allows relating to this thesis as research work with scientific component. Author demonstrates systematic thinking, ability to design and apply mixed methods empirical study, as well as to interpret the obtained results.</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>It is a big question for many industries, including food products producers, whether the role of organic factor is a substantial enough one to pay attention in managerial decision making. This study contributes to our current understanding of the relative role of organic factor itself and system of other drivers and barriers which explain consumers' attitude to them in consumption of organic products.</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>Thesis layout meets the requirements.</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.

The text's originality according to the system check is 94.9%.

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

Date: 09.06.2022

Scientific Advisor: Maria M. Smirnova

