

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management
Student:	Pliatinskii Artem Vladislavovich
Title of thesis:	Personalization effects in online retail: Case of the Russian market

Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis

The issue of personalization in retail is one of widely discussed topics nowadays, both in academia and in practice. Multiple studies are devoted to specific digital tools that are aimed at personalizing customer experience and thus improve her attitude to the retail store. The presented paper aims at identifying and classifying this existing toolbox around steps of the customer journey and in two contexts (in “traditional: online and social media retail). The topic choice is properly explained, its aim and objectives are well-justified in line with the topic.

Structure and logic of the text flow

The text flow is logical, the full scope of the thesis is well-structured and balanced, and alignment between theoretical and practical parts is appropriate.

Quality of analytical approach and quality of offered solution to the research objectives

The author demonstrates ability to formulate and develop a research problem and offer appropriate analytical solutions to address it. The research methodology and research design fully meet both the nature of the research questions and the existing research practice.

Quality of data gathering and description

Research design description and justification are fully covered in the paper. The sampling approach choice and application are in line with the chosen methods, which allows us to consider the data collected as valid and reliable at acceptable level.

Scientific aspect of the thesis

The paper is a good demonstration of the author's independent scientific thinking in solving the research problem stated, which was clearly visible through the development of propositions, research methodology and organization of empirical research. The author provides a thorough literature review on the issue of personalization and its effects.

Practical/applied nature of research

The results of the paper provide a better understanding on interconnections between the existing personalization solutions, customer expectations and attitudes at different stages of the customer journey and the effects personalization may have on their decision making. These results may help practitioners in developing their online stores when planning the amount of personalization techniques to be applied.

Quality of thesis layout

The layout fulfils the requirements of the Regulations for master thesis preparation

Originality of the text

The text is original and contains no traces of plagiarism.

The Master thesis of **Artem Pliatinskii** meets the requirements for master thesis of the **MiM** program thus the author of the thesis can be awarded the required degree.

Date: May 10, 2022

Scientific Advisor:

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