

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management
Student:	Artem Sinelnikov
Title of thesis:	Employer branding: Generation Z job-seeking/employment expectations

<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 master thesis is devoted to the study job-seeking and employment expectations of Generation Z in the context of employer branding. The topic relevance can be considered as high, main findings help to identify main factors of employer branding, and determine employer branding communication channels which are essential for Generation Z attraction. The author clearly justified the choice of the topic providing all necessary arguments and statements, aligned goal, objectives of the research with the topic of the thesis.</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 thesis is organized in a logical way. Both theoretical and empirical part of the thesis are consequently aligned in terms of their structure.</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>Author demonstrates ability to formulate and convey the research problem and to offer options for its solution applying the latest trends in relevant research.</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 dataset used in this thesis was extracted through survey. The data samples are described and analysed. The list of references is relevant.</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>Research questions, hypotheses are clearly stated. The author makes theoretical contribution to the researched field.</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>Results and practical recommendations obtained are clearly defined, described and justified. Results of the thesis can be applied by HR managers when considering recruitment strategies.</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>Layout fulfils the requirements of the Regulations for master thesis preparation and defence.</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.</p>

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

Date: June, 07, 2022

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