

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management
Student:	Anastasia Afanasyeva
Title of thesis:	Influence marketing in social networks: Impact on consumer behavior in Russian market

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.
Relevance of using social networks, fighting for attention and finally influencing consumer behavior is of utmost importance in marketing nowadays. The topic chosen by the Author thus is relevant. Author formulates the goal as understanding consumers' attitude towards the influencers, as well as the factors which affect their behavior and thus can be used in the practices of companies.
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.
The thesis is well structured, the logic of presenting the steps of research is well aligned.
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.
Thesis contains two theoretical chapters, as well as a chapter on research methodology. Author demonstrates systematic and comprehensive analysis of the extant research. Suggested analytical method is well explained, including subgoal and expected results.
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.
Author refers to interviews as the main method of data collection. This method is grounded in a thorough previous analysis of the extant research. The results are presented using quotations and examples from the interviews.
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.
Thorough analysis of the extant research and the status-quo in the field, as well as exploratory empirical study allow referring to the study's results as contributing to the field in terms of deeper understanding of consumers' perception and attitude.
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.
Despite qualitative studies usually lack potential for generalization, current study still offers insights and ideas which might be considered by the companies seeking strengthening their strategies through attracting influencers.
Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.
Thesis layout meets the requirements.

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 93.8%.

The Master thesis of Anastasia Afanasyeva 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

