

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management
Student:	Sidorov Arsenii Leonidovich
Title of thesis:	The effects of user experience on loyalty in carsharing market

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

The paper is devoted to the up-to-date context of sharing economy and investigates the issue of loyalty in the carsharing market. The topic is justified and aligned with the objectives.

Structure and logic of the text flow

The paper logic can be assessed as appropriate; the structure of the text fits the overall logic of the objectives of the paper

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

The paper represents an independent study of a proper quality, that fulfills the research goal. The objectives stated by the author are covered in the paper, the chosen research design demonstrated a mixed-method approach and incorporates a combination of in-depth interviews and an online survey.

Quality of data gathering and description

The methodology used is fully in line with the research problem identified. The quality of the data is adequately assessed, and the quantitative analysis results are properly described and interpreted.

Scientific aspect of the thesis

While performing the study, the author demonstrated good scientific thinking and ability to develop research solutions to address the research problem under study while effectively utilizing existing academic knowledge. The paper provides empirical evidence to the academic discussion related to sharing economy development and sheds light on antecedents of loyalty to both carsharing companies and the cars offered in the carsharing services. The research outcomes provide insights for further studies on the topic.

Practical/applied nature of research

The topic of the study is of interest for practitioners, as it provides evidence on important factors that form loyalty in the carsharing market and offer room for prioritising operational and marketing activities that have larger effects, especially when it comes to cost management.

Quality of thesis layout

The layout in general fulfils the requirements of the program, the formatting is appropriate.

Originality of the text

The text is original and contains no trace of improper usage of sources.

The Master thesis of **Arsenii Sidorov** 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:

Olga Alkanova

Candidate of Science

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