**SCIENTIFIC ADVISOR’S REFERENCE**

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| **Program:** | **Master in Management (MIM)** |
| **Student:** | **Osmanova Elmira** |
| **Title of thesis:** | **«CUSTOMER-BASED BRAND EQUITY EVALUATION OF ONLINE-RETAILER IN RUSSIAN E-GROCERY MARKET»** |

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| **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. |
| The topic chosen for research is *actual*, since the concept of customer-based brand equity has gained a wide interest from theory as well as practice. Creation of customer-based brand equity has become one of the most important tendencies in branding and management of business organizations. The *aim* of this research is to determine customer-based brand equity dimensions for online grocery stores. To reach the aim, this thesis adopts analysis and synthesis of scientific and practical literature in the field of customer-based brand equity. |
| **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. |
| In general the research gives an impression of *a complete and logical study*. The master thesis consists of three well-combined chapters that effectively convey the logic of the research. |
| **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. |
| The *objectives* stated in the thesis *are fully covered* by the represented analysis. The articles and monographs were picked up in accordance with the topic and helped the author to make deep theoretical overview of the current problem. |
| **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. |
| The chosen *research method*, quantitative study was realized in a proper way. The analysis of the data gathered through a survey allows to distinguish most important aspects that online grocery stores should focus on while building their customer-based brand equity in Russian e-grocery market. |
| **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. |
| The revision of the work showed *the individual approach* of the student to the stated problem. It is shown by the literature that was chosen and analyzed, methodology of the research and the practical application. |
| **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. |
| Thesis produces impression as a creative, practice-oriented work, aimed at achieving practical concrete results. The current research can be seen *as actual and managerially applicable*. The practical research part is preceded by broad theoretical review, analyzing the basis of online retail branding, its implementation in online retail brand strategy. Results from this empirical research could be applied widely when creating online shopping solutions for customers. |
| **Quality of thesis layout.** Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references. |
| The bibliography list in general is rather representative. The articles and monographs were chosen according to the topic and helped student to make a complete theoretical overview on the problem. Master thesis has neat appearance and makes a positive overall impression. All the figures and tables of the paper have sources and references. |
| **Originality of the text.**  The thesis text is original and *does not contain elements of plagiarism* |

The Master thesis of **Osmanova Elmira** «CUSTOMER-BASED BRAND EQUITY EVALUATION OF ONLINE-RETAILER IN RUSSIAN E-GROCERY MARKET**» meets** **the requirements** for master thesis of MIM program, thus the author of the thesis can be awarded the required degree.

08/06/2022

Scientific Advisor

Professor

Starov S.A.

