

SCIENTIFIC ADVISOR'S REFERENCE

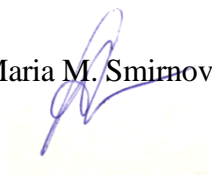
Program:	Master in Management
Student:	Viktoriiia Kudryashova
Title of thesis:	Macro vs. Micro-influencers: Which one to choose based on brand awareness and objectives

<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>Achieving marketing aims through collaboration with influencers is one of relevant research topics today. Author addresses this topic through comparing the role and potential of macro vs. micro influencers. The aim and objectives are accurately defined.</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 overall structure of the thesis is logical and aligned.</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>The study is based on a thorough literature review and appropriate research methodology, presenting the findings in a structure and comprehensive way.</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>Methodology is based on a quantitative study that is aligned with objectives of the thesis.</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>The results of the quantitative study can contribute to the field of knowledge in the area of marketing, communication and consumer behavior.</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>The study results can be useful to a wide range of companies.</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>Thesis layout meets the requirements.</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 text's originality according to the system check is 92.4%.</p>

The Master thesis of Viktoriiia Kudryashova meets the requirements for master thesis of MIM program thus the author of the thesis can be awarded the required degree.

Date: 10.06.2022

Scientific Advisor: Maria M. Smirnova

A handwritten signature in blue ink, appearing to read 'M. Smirnova', is written over a faint yellow rectangular stamp. The signature is fluid and cursive.