**SCIENTIFIC ADVISOR’S REFERENCE**

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| **Program:** | **Master in Management Program** |
| **Student:** | **Eleonora Giudici** |
| **Title of thesis:** | **«The Customer-Based Brand Equity for museums: the Manege Central Exhibition Hall»** |

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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. |
|  Topicality of the research is correctly formulated by the author in the introduction to the research. The topic is actual. The *main goal* of the master thesis is to offer solid brand equity recommendations for museums in order to improve and promote their services and art experiences in the most efficient manner. |
| **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 paper consists of three chapters. The first chapter is dedicated to the review of the extant research: definition customer-based brand equity. The second chapter represents the methodology of this research. Chosen factors and conceptual model are described and then followed by hypotheses development. The third chapter outlines findings of the measurement and structural model followed by discussion and implications of the study.  |
| **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 paper are fully covered by the represented analysis. The author formulates the research problem (the research gap) based on the analysis of an extensive list of inter-disciplinary sources, mostly modern, and offers a distinct solution for the stated 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 in a form of quantitative study was executed in a proper way. The analysis of the data gathered through a survey allows to make important conclusions about usage of customer-based brand assets to achieve effectiveness of branding of museums.  |
| **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. |
| Scientific aspect of the thesis is represented by thorough analysis and interpretation of up-to-date theoretical sources and secondary data on the deep understanding of the topic and integrated approach to the analysis of the problems are demonstrated. The individual approach is shown by the author’s ability to clearly formulate and justify one’s own point of view and scientific thinking applied to solving research problems. |
| **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. |
| Managerial implications are clearly stated. The author offers recommendations for museums in order to improve and promote their services and art experiences using branding activities.  |
| **Quality of thesis layout.** Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references. |
| As for the bibliography list, it looks representative as it includes various sources of publications. The articles and monographs were picked up in accordance with the topic and helped the author to make a theoretical overview of the current problem.  |
| **Originality of the text.**  The thesis text is original and *does not contain elements of plagiarism* |

The Master thesis of  **Eleonora Giudici** **«**The Customer-Based Brand Equity for museums: the Manege Central Exhibition Hall**» meets the requirements** for master thesis, thus the author of the thesis can be awarded the required degree.

Scientific Advisor:

Doctor of Economics

Professor S.A. Starov

 08/06/2022