

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management
Student:	Xue Ying
Title of thesis:	Research on the influencing factors of customer satisfaction in cross-border e-commerce

<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>Author focused on the factors of customer satisfaction in cross-border e-commerce. The topic is justified through reference to the dynamics of development of e-commerce. The aim is related to changing the understanding of how customer satisfaction in e-commerce is created. The focus on customer journey mapping – though is relevant – is not that central in the text overall in the end.</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 logic of the text is present. All the required parts are presented.</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>Analytical approach included literature review and own empirical study. The focus of the literature review is on the extant research on customer satisfaction, as well as the focus of the empirical model. The final model is quite simple and focused on the few selected factors.</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>There are few details on the way the data were collected – these sections could benefit from closer following the best practices to describe the operationalization of the variables, as well as the data collection process. Finally, the description of the data analysis is also quite laconic, though the main steps are presented.</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 thesis has rather a practical nature, as is seen from the focus rather on the recommendations that theoretical contribution in the end.</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 main aim of the thesis is to develop recommendations for the cross-border e-commerce – and thesis included recommendations as the concluding part.</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>In general, thesis follows the requirements except for the wrong choice of naming the tables as “figures”.</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>

The report on the text originality indicates that 88,3% of the text is original. Most elements are indicated as quotations, but there is an element indicated in the system a copied piece, but it is not indicated as quotation – e.g., “Zeithaml & Berry (2000) further researched and put forward the structure diagram of "customer's perceived quality and customer satisfaction", in which the factors affecting customer satisfaction are service quality, price, product quality, personal factors and situational factors.” (p. 14).

The Master thesis of Xue Ying overall 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

