

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	Master in Management (MIM)
<b>Student:</b>	GRISHANINA Polina
<b>Title of thesis:</b>	Assessing the Consumer Attitudes towards Inclusiveness in Makeup Products in Russia

**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 choice of the topic is focused on bringing a concept of inclusivity in the context of Russian market of cosmetics. The combination of a global concept and local market context makes the task for Polina a very challenging one, and she has managed it well.

**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 thesis' logic is well aligned. Author accurately brings the topic from a global and historical perspective into a more narrow direction for this particular master level 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.

Analytical approach combines a selective and focused perspective on theoretical foundations, followed by mixed methods research. This approach allows addressing the topic both from exploratory and confirmatory perspectives. Moreover, multiple methods of analysis at the quantitative stage add to opportunities to provide comprehensive results of the study.

**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.

Data collection is well presented in the text – all steps are described and documented.

**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.

There definitely is ambition to add to existing knowledge in line with the practical side of the topic. It is a very challenging topic and a brave endeavour, as there are multiple perspectives to the theme. To move on one has to narrow the topic down and explore it deeper. Polina's choice was to narrow the topic down to a particular country's context.

**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.

There is nothing more certain for marketers that the markets will continue to be fragmented, and post-modernistic trends call for deeper understanding of the meanings and what actually matters for

consumers. This makes the topic very relevant and study results of high importance for practitioners.

**Quality of thesis layout.** Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.

Thesis layout meets the requirements of the program.

**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.

Degree of originality is 89,9%, and most part of non-original content is highlighted as citation.

The Master thesis of Polina Grishanina meets for master thesis of Master in Management program thus the author of the thesis can be awarded the required degree.

Date

June, 8<sup>th</sup>, 2023

Scientific Advisor: *Associate Professor Maria M. Smirnova*