

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	Master in Management
<b>Student:</b>	Rimma Valeeva
<b>Title of thesis:</b>	Inter-industry rivalry and competitiveness on the labor market: increasing an intention to apply for a job by enhancing an external employer attractiveness. A mediating role of career identity.

<p><b>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.</b> 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>The topic of the research is relevant and is devoted to investigate the impact of employer attractiveness on application intentions. In addition, this study focuses on intermediate mechanism of career identity in explaining this impact. The goal and the objectives of the thesis are mostly logical; meanwhile, they are only stated in the master thesis abstract and are absent in the introduction.</p>
<p><b>Structure and logic of the text flow.</b> Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.</p> <p>In general, the structure of the thesis is in accordance with the research tasks. Being an empirical study, it consists of theoretical, methodological and empirical parts with subsequent section on managerial implications.</p>
<p><b>Quality of analytical approach and quality of offered solution to the research objectives.</b> 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>As expected, the research hypotheses are correctly presented in the literature review. Meanwhile, more interconnection between the selected empirical studies and deduced hypotheses needs to be in the text for building the conceptual and methodological rigor.</p>
<p><b>Quality of data gathering and description.</b> 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>The research design would be more focused if the research questions were given. The current design is based on the mixture of qualitative and quantitative research methods. Still, the section on qualitative part is lacking: e.g. the extensive profile of each interviewee is not given. The quantitative part consists of the survey among 171 respondents which still also lacks of the arguments (who they are – the jobseekers or some professionals from retail and what criteria was used for selecting them).</p>
<p><b>Scientific aspect of the thesis.</b> 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>This research covers the area of employer attractiveness that is permanently vital for retail business for sufficient recruitment of employees.</p>
<p><b>Practical/applied nature of research.</b> 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 research findings may be applicable in Russian retail business if 6 managerial implications will be explained in a more detailed way such as a 'road map'.</p>
<p><b>Quality of thesis layout.</b> Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.</p> <p>The overall quality of thesis layout is acceptable and meets the requirements. However, the table of contents lacks of chapter numbers, there are many typos in the text and the overall amount of 9 chapters is excessive (traditionally the master thesis consists of 3 chapters – theoretical, methodological and empirical).</p>
<p><b>Originality of the text.</b> 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 thesis text is original and does not contain elements of plagiarism</p>

The Master thesis of Rimma Valeeva *meets* the requirements for master thesis of MIM program thus the author of the thesis can be awarded the required degree.

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Scientific Advisor:  
Associate Professor,  
Candidate of Science (Economics),  
Organizational Behavior and  
Human Resource Management Department  
Dmitry G. Kuchеров

