**SCIENTIFIC ADVISOR’S REFERENCE**

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| **Program:** | **Master in International Business Program** |
| **Student:** | **Aleksei Zakharchuk** |
| **Title of thesis:** | **«The Features of Brand Loyalty Formation among Sport Fans: Case of Russian Football Clubs»** |

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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 thesis is to develop empirical model for successful brand loyalty formation in the sports sphere.  |
| **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 theoretical and practical material that is presented in the work is *well-structured and well-aligned*; the logic of material representation is kept and it is consistent with the stated content. |
| **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 bibliography list (117 literature items) presents an inter-disciplinary choice of relevant and reliable sources which guarantee a comprehensive study of the current phenomenon. It includes both foreign and Russian sources of different years of publication. Most of them are modern which gives more actuality and truth to the research. |
| **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 great number 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. |
|  A study represented in the thesis definitely has a practical component. Formulate recommendations for sports organizations based on the findings obtained from the research. |
| **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 an 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 **Aleksei Zakharchuk** «The Features of Brand Loyalty Formation among Sport Fans: Case of Russian Football Clubs**» *meets******the requirements*** for master thesis of MIM program, thus the author of the thesis can be awarded the required degree.

07/06/2023

Scientific Advisor

Professor

 Starov S.A.

