

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Business Analytics and Big Data
Student:	Golubeva Polina, Klemeshova Ekaterina
Title of thesis:	Analysis Of Non-Academic Aspects Influencing Student Satisfaction

<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>It is widely discussed the importance to measure satisfaction of academic and non-academic activities while studying in the University. The students challenge to solve the actual problem on the case of SPbU and conduct a research to identify the factors that currently contribute most to student satisfaction. The goal of the research is clearly defined. A number of objectives stated are consistent with the goal. The topic is covered by the thesis content.</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 structure of the paper is logical. The first chapter examines the modern state of scientific area identifying factors influencing the satisfaction of students. The second chapter discusses the methodology of using structural equation modeling. The third chapter contains results of empirical study on factors priority for surveys development. Theoretical and empirical parts are aligned. Estimation results, theoretical value and managerial implications are delivered.</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>The quality of analytical approach could be evaluated as good. Goal and objectives are covered and fulfilled thoroughly.</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>The methodology, research tools and methods are relevant for processing the data collected, and presented clearly. The list of references is relevant.</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 is conducted independently. The author demonstrated scientific thinking in solving research problem. The author applied and adjusted methodology used in existing studies, to meet objectives set. Empirical findings are substantiated and have references to existing studies. Empirical analysis provides support to the hypotheses stated, research results contribute to existing studies.</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>Empirical results are interpreted properly. Managerial implications are valuable and based on empirical findings. The study results could help to improve the quality management of bachelor and master programs.</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>The layout of the thesis in general fulfils the official requirements of Regulation for master thesis preparation and defense. The layout of tables, figures and references is correct.</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.

The thesis text is original and does not contain elements of plagiarism.

The Master thesis of **GOLUBEVA POLINA, KLEMESHOVA EKATERINA** meets the requirements for master thesis of MiBA program thus the author of the thesis can be awarded the required degree.

Date: 10/06/2023

Scientific Advisor:

Sofia V. Zhukova,
PhD in Computer Science,
IT in Management Department

