

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	Master in Management (MIM)
<b>Student:</b>	Yatin Nikita
<b>Title of thesis:</b>	Personalization as Phenomenon in Online Retail Context: Consumer Characteristics Affecting Intention To Use Personalized Offers

<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 choice of the topic is well justified both from theoretical perspective and practical relevance.</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>The thesis is well structured, there is a throughout logic that aligns well the content and results of each of the chapters.</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>Author demonstrates a smart approach to mixing qualitative and quantitative research methods, that help discover additional angles of the studied phenomenon of personalization on one hand, and verify the findings on a quantitative sample – on another hand.</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>Data collection is well presented in the text – all steps are described and documented. Particularly strong is presentation of the qualitative stage of the study.</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>There is a high degree of scientific value of the study. The combination of the tested hypotheses and the findings from the interviews provide theoretical contribution that is discussed by the Author.</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>Practical value of the study is very high for various sides of stakeholders in the marketplace.</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>Thesis layout meets the requirements of the program.</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>Degree of originality is 89,6%, and most part of the non-original content is presented by quotes (8,65%).</p>

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

Date June, 11<sup>th</sup>, 2023

Scientific Advisor: *Associate Professor Maria M. Smirnova*

