

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management (MIM)
Student:	Mariia Iliva
Title of thesis:	THE INFLUENCE OF INTERNATIONAL SOCIAL NETWORK BAN ON CONSUMERS' ATTITUDE TO RUSSIAN SOCIAL MEDIA: CASE OF VK

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 paper is devoted to the issue of how Russian users of media content from Zennial Generation reacted to the ban of several international social networks in 2022 and the potential spillover effect on their attitude and use of the leading Russian social network VK. The topicality of the study is connected with the novelty of the current situation and lack of relevant studies uncovering it. The topic is justified and well-aligned with the objectives.
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 paper logic is appropriate; the structure of the text fits the overall logic of the objectives of the paper and allows to follow the storyline.
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 paper represents an independent study of a proper quality, that fulfills the research goal. The objectives stated by the author are covered in the paper, the chosen research design demonstrated a mixed-method approach and incorporates a combination of in-depth interviews and an online survey.
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 methodology used is fully in line with the research problem identified. The quality of the data is adequately assessed, and the quantitative analysis results are properly described and interpreted.
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.
While performing the study, the author demonstrated advanced scientific thinking and ability to develop research solutions to address the research problem under study while effectively utilizing limited existing academic knowledge on the topic. The paper provides empirical evidence to the academic discussion related to reaction strategies of social networks users that face restricted access to their favourite platforms. The results of the study may be recommended for publication.
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.
The results of the study are of interest for practitioners, as it provides unique evidence on how Zennials adapt to social networks ban in the context of the latest changes in the media landscape and how these changes relate to individual consumer profiles and use behavior on the example of VK. These may provide extra insights on where to track potential audience for communication and how to build

relationships with the new or returned audience in VK for app developers and companies that use VK for promotion.

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

The layout in general fulfils the requirements of the program, the formatting is appropriate.

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 text is original and contains no trace of improper usage of sources.

The Master thesis of Mariia Iliva meets the requirements for master thesis of Master in Management program thus the author of the thesis can be awarded the required degree.

Date June 10th, 2023

Scientific Advisor:

Olga Alkanova

Candidate of Science

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