

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	Master in Management
<b>Student:</b>	Violetta Dobrobaba
<b>Title of thesis:</b>	Impact of employer attractiveness and corporate image on application intentions of Russian young specialists

<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.
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 corporate image in explaining this impact. The goal and the objectives of the thesis are logical and well-aligned.
<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.
The structure of the thesis is in accordance with the research tasks. There is an appropriate balance between theoretical, methodological and empirical sections of the thesis.
<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.
Based on the extensive number of the previous research in the chosen field, Violetta correctly identified the research problem that represents the multiple factors of employer attractiveness that lead to particular and different beliefs, attitudes and behaviors of the job seekers towards the potential employer. The research methodology is coherent and includes using both quantitative and qualitative methods.
<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.
To answer the research question, an appropriate set of primary data was used. The qualitative part of the research consisted of several semi-structured interviews with the relevant experts from large professional services firms. Then, the survey among the young professionals to collect the data on their perception of employer attractiveness and corporate image of the large professional services firms was done. To interpret the results the correct methods of statistical analysis were used. Thus, quality of data is seen as high and absolutely sufficient for the analysis.
<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.
This is an original research that covers both newest trends in employer branding and corporate image to cope with a problem of more effective recruitment for professional services firms.
<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.
The research results are applicable for the professional services firms in order to improve the recruitment activities among young business talent.
<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.
The overall quality of thesis layout is high and meets all the requirements.
<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.
The thesis text is original and does not contain elements of plagiarism

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

June 5, 2023

Scientific Advisor:  
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