

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	Master in Management (MIM)
<b>Student:</b>	Ferdinand Leopold Gruber
<b>Title of thesis:</b>	The role of augmented reality on marketing practices in the B2C sector for the German market
<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, the aim and objectives are well justified.</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 structure of the thesis is its very strong side. The logic is aligned and presented by thesis structure.</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>Analytical approach of the thesis includes a very deep theoretical analysis, that includes development of own conceptual framework, as well as qualitative study design, analysis and interpretation.</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, analysis and interpretation are well described and documented.</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 definitely is scientific value in obtained results, as well as analytical procedure that was demonstrated at the phase of theoretical analysis and conceptual framework development. Empirical results provide an interesting perspective and can be not only applied to selected market context, but can also be generalized to other context of AR adoption and marketing audit.</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 is substantial. And it is not just about the results of the empirical study, but also about the systematic approach to structuring the elements of marketing audit which are matched with adoption and application of AR practices.</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>	

**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.

Degree of originality is 83,5%. Most part of the non-original content is defined as citation (15,42%).

The Master thesis of Ferdinand Leopold Gruber meets for master thesis of Master in Management program thus the author of the thesis can be awarded the required degree.

Date June, 8<sup>th</sup>, 2023

Scientific Advisor: *Associate Professor Maria M. Smirnova*

A handwritten signature in blue ink, consisting of a stylized, cursive 'M' followed by a horizontal line extending to the right.