

## SCIENTIFIC ADVISOR'S REFERENCE

<b>Program:</b>	Master in Management
<b>Student:</b>	Naresh Uppala
<b>Title of thesis:</b>	Effect of employer brand on application intentions of young business professionals in India

<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 brand on application intentions. In addition, this study focuses on intermediate mechanism of social media in explaining this impact. In general, the goal and most of 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. Being an empirical study, it consists of theoretical, methodological and empirical parts with subsequent sections on discussion and managerial implications.
<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 relevant previous research, Naresh planned to find out how the particular dimensions of the employer brand impact on application intentions. The chosen research model consisted of several intermediate mechanisms, including person-organization fit, employer brand image and employer attractiveness. To test the model and the moderating effect of social media the quantitative research design was provided.
<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 questions, the set of primary data based on the survey among the students from several top business schools from India was used. The survey was based on measuring several constructs and items on employer branding, attractiveness and application intentions. Some of them were previously utilized in the Indian context by Tanwar and Kumar (2018). To interpret the results the procedures of statistical analysis were used.
<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 the areas of employer branding and employer image to cope with a problem of more effective recruitment of talented jobseekers for Indian IT companies.
<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 can be applicable for Indian IT companies to improve the recruitment activities in attracting young business talent through social media utilization.
<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 acceptable and meets the requirements. However, unfortunately many tables with the statistical data were not translated from Russian into English.
<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 Naresh Uppala *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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