

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management (MIM)
Student:	Anastasia Gabur
Title of thesis:	BUILDING CUSTOMER LOYALTY IN INTERNET PHARMACEUTICAL RETAIL: INTERNATIONAL EXPERIENCE AND IMPLEMENTATION IN RUSSIA

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 topic choice is well justified: while a specific example of the industry is providing an interesting context for the study, the main focus is centered on the role of the customer loyalty and its drivers – one of the most relevant issues for Russian market.

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 text flow is logical, the content of the thesis reflects the goal and objectives.

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 thesis is based on investigation of the industry peculiarities, as well as theoretical foundations of the loyalty theory. The latter one is a very vast area of research in marketing, stemming from the 1970-s. It is presented in the thesis with the focus on some key models, however, we have to state, that it might be presented with more research rigour (deeper investigation, wide circle of models and more specific implications for own model to be developed).

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.

Empirical part is definitely a strong side of the thesis: multiple method were used, combining the use of the secondary and primary data.

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 the data collection meets the expectations, we have to state the presentation of study results does not always show the data collections' strong sides – thus empirical data particularly could be presented with more detail and more thorough in general. This comment refers to the own model as well. As mentioned above, one might expect a wider theoretical linkage to already existing models and more clearly identified input from the empirical study to justify why the suggested model looks exactly this way.

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 research addresses a very practical issue and thus produces insights for practitioners.

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

The thesis layout in overall meets the requirements with some minor technical issues.

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 thesis text is original and does not contain elements of plagiarism (6% according to the Safe Assign report).

The Master thesis of Gabur Anastasia meets for master thesis of MiM program thus the author of the thesis can be awarded the required degree.

Date

June, 3rd 2016

Scientific Advisor: Dr. Maria Smirnova

