

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management (MiM)
Student:	Iuliia ZAITCEVA
Title of thesis:	UNDERSTANDING THE FACTORS INFLUENCING CONSUMER DIGITAL PIRACY BEHAVIOR

<p>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.</p> <p>The topic choice is well justified and explained in the thesis.</p> <p>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.</p> <p>The text flow is logical and very comprehensive.</p> <p>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.</p> <p>The thesis is based on a thorough theoretical review.</p> <p>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.</p> <p>The data collection and analysis are properly described. The data collection is of adequate quality and allows applying selected methodology.</p> <p>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.</p> <p>The model built by the Author is based on a comprehensive theoretical review and is tested using structural equation modelling – a technique that required additional study by the Author. This technique is fully fitting the needs of the study and is adequate to the level of theoretical development of the field.</p> <p>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.</p> <p>The study implications are of high practical importance.</p> <p>Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.</p> <p>The thesis layout fits the requirements of the program.</p> <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.</p> <p>The thesis text is original and does not contain elements of plagiarism (6% according to the Safe Assign report).</p>
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The Master thesis of Iuliia Zaitseva 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*

