

REFEREE'S REVIEW

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

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.	5	4	3	2
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.	5	4	3	2
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.	5	4	3	2
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.	5	4	3	2
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.	5	4	3	2
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.	5	4	3	2
Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defense, correct layout of tables, figures, references.	5	4	3	2

Each item above is evaluated on the following scale, as applicable: 5 = the thesis meets all the requirements, 4 = the thesis meets almost all the requirements, 3 = a lot of the requirements are not met in the thesis, 2 = the thesis does not meet the requirements.

Additional comments:

Please, elaborate on the above mentioned criteria (about 250 words)

The thesis is addressing a highly topical, and at the same time a controversial topic of digital piracy. By itself the topic is involving various groups of stakeholders, whose interests might be diverse and even contradicting each other.

Hence the Author selects a consumer behavior perspective. As any decision making process the digital piracy as behavior is shaped by a number of factors. Identification of these factors became the main goal of the thesis.

Within theoretical review section Author is investigating the extent to which digital piracy is studied as a separate field of research, as well as what behavioral models might be applicable in representing a framework for the thesis.

Following suit of several existing models, the main nomological model of the study is centered around the intentional behavioral outcome.

Author is using structural equation modeling as methodology for the data analysis, which corresponds with the model complexity and behavioral nature of the study. Results supports most of the formulated preliminary hypotheses.

As a note, it is not always typical to test a model within an exploratory study; however, due to the lack of studies on Russian market, most of the studies automatically become exploratory due to lack of comparative basis.

The results of the study offer material for further exploration and investigation of the drivers which might cause changes in behavior of Russian consumers.

Master thesis of Iuliia ZAITCEVA meets the requirements of the MiM program, and according to the reviewer's opinion deserves a/an "excellent (A)" grade, thus the author can be given the desired degree.

Date May, 31 2016

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