**SCIENTIFIC ADVISOR’S REFERENCE**

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| **Program:** | **Master in Management (MIM)** |
| **Student:** | **Mucsi Attila** |
| **Title of thesis:** | **«Brand Equity, Satisfaction and Advocacy of European Business Schools based on distinct exchange student profiles»** |

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| **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 *goal* of the research is to develop a model of creating brand value, such model that allows to target and attract foreign students and meet their needs.  |
| **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. |
| In general the work gives an impression of *a complete and logical study*. The thesis contains 4 main chapters: in the first chapter he analysed a wide range of theoretical materials, in the second chapter he gave details about the applied methodology, in the third chapter he presented the results and in the last chapter he harmonized the extant literature with the obtained results. |
| **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 *objectives* stated in the thesis *are fully covered* by the represented analysis. Due to the theory overview the student came up to some specifications and problems that exist nowadays. As for the bibliography list, it looks representative as it includes various sources of publications. The articles and monographs were picked up in accordance with the topic and helped the author to make deep theoretical overview of the current problem. |
| **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. |
| The chosen research method, quantitative case study was realized in a proper way. |
| **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. |
|  The revision of the work showed *the individual approach* of the student to the stated problem. It is shown by the literature that was chosen and analyzed, methodology of the research and the practical application. One of the major theoretical contribution is the application of brand equity model for full-time university students and the exchange student profiling, presenting 4 distinctive subgroups within the exchange student community, the groups are as it follows: Career planners, Relationship builders, Joy seekers and Diligent students.  |
| **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. |
| Thesis produces impression as a creative, practice-oriented work, aimed at achieving practical concrete results. The current research can be seen *as actual and managerially applicable*.  |
| **Quality of thesis layout.** Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references. |
|  The bibliography list in general is rather representative as it includes sources from different authors and of different years of publication. The articles and monographs were chosen according to the topic and helped student to make a complete theoretical overview on the problemMaster thesis has neat appearance and makes a positive overall impression. All the figures and tables of the work have sources and references. |
| **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* |

The Master thesis of Mucsi Attila «Brand Equity, Satisfaction and Advocacy of European Business Schools based on distinct exchange student profiles» **meets** **the requirements** for master thesis of MIB program , thus the author of the thesis can be awarded the required degree.

04/06/2016

Scientific Advisor

Associate Professor

  Starov S.A.