

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in International Technology and Innovation Management - MITIM
Student:	Dmitry Orlov
Title of thesis:	Analysis of Companies' Software Adoption Intention Factors

<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 student has chosen a topical field for his study as cloud computing can be considered one of the biggest trends in the IT industry at the moment. The research is connected with the investigation of the perceived SaaS characteristics influence on the intention to SaaS adoption.</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 master thesis consists of two parts – theoretical and empirical. The theoretical part provides the theoretical background needed for the further empirical research. The research questions and objectives are formulated and a literature review on basics of SaaS adoption and implementation is done. The empirical part of the study discusses the adoption of SaaS in Russian companies. Based on the literature several hypotheses were formed and tested with the help of a survey data. The survey was targeted to clients of Russian system integration company Korus Consulting.</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>However, the manuscript suffers from some limitations that lower the proposed final grade considerably. The theoretical discussion on innovation adoption is relatively slim and could have benefited from more comprehensive synthesis of prior studies. The formed hypotheses are logical and make sense but they could have been anchored to the prior literature more robustly.</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>Data was collected during March-April 2011. For the analysis, the collected data was coded into the SPSS – statistical analysis program. The analysis part consists of several different statistical analyses and tests. The empirical part sets big expectations as the initial sample covers more than 400 companies. However, regardless of the simplification of the questionnaire, the response rate in the survey remained very low and this obviously limits the opportunities in the analysis phase and harms the reliability of the results.</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 study provides concrete recommendations for system integrators and SaaS solution providers in the Russian market which is a plus.</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 results of the research are revealed in the on-line version of corporate magazine De Facto (May, http://www.korusconsulting.ru/defacto/release/may-2011/labwork/) and are used by the Korus Consulting company in the SaaS promotion campaign.</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>Layout fulfils the requirements of the Regulations for master thesis preparation and defence.</p>

The Master thesis of Dmitry Orlov meets the requirements for master thesis of Master in International Technology and Innovation Management - MITIM program thus the author of the thesis can be awarded the required degree.

06.06.2011

Scientific Advisor: Asc. professor Sergey Yablonsky