**SCIENTIFIC ADVISOR’S REFERENCE**

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| **Program:** | **Master in Management (MIM)** |
| **Student:** | **Karina Baisheva** |
| **Title of thesis:** | “**The Effects of Corporate Social Responsibility on Luxury Brand Trust»** |

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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 identify the relationship between corporate social responsibility and consumer trust toward luxury brand. The research was aimed to fill the theoretical and practical gap existing in the field of brand management devoted to the company’s problems of fostering brand image. Today, luxury brands, which are often being  accused of irresponsibility for their operations while obtaining high profits, are facing big  challenges including consumers’ demand for the brands, which do not only obtain good  physical and emotional characteristics but also strive for contributing to social well-being and  respecting rights of both employees and consumers. |
| **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 three chapters. The first chapter is dedicated to the investigation of existing literature on brand and its characteristics, specifically luxury ones, and corporate social responsibility concept and its dimensions. The second chapter is dedicated to the overview of the methods that are used for research on consumer behavior as well as the methodology of the current empirical study. The third chapter provides the description of the analysis results, research limitations and managerial implications.  The *structure* of the master thesis is determined by the logic of the goal and objectives assigned to this study, and consist of three chapters sequentially revealing the research results obtained by the author. |
| **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. |
| For the research on the consumer brand trust, the quantitative approach was chosen as  the most suitable method to answer the research questions. It was realized in a correct way. As the study related to international context, 128 respondents, participated in the  survey, represented different countries and continents. The collected data was processed in IBM SPSS and IBM SPSS AMOS Software. |
| **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 analysed, methodology of the research and the practical application. One of the major theoretical contribution is the development by the author the theoretical model that focuses on brand trust as one of the most important attributes of a  relationship between a brand and a consumer. This theoretical model was tested in a proper way on the basis of structural equation modeling (SEM). |
| **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 on corporate social responsibility and its influence on luxury brand trust provides valuable practical implications for brand management in luxury industry. The model derived can be applicable for enhancing such brand characteristics as brand reputation, predictability and competence, in its turn increasing a luxury brand trust level by careful implementation of corporate social responsibility practices into the brand’s policy in accordance to main dimensions of corporate social responsibility, including legal, environmental and social ones. |
| **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. The articles and monographs were chosen according to the topic and helped student to make a complete theoretical overview on the problem.  Master 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 Karina Baisheva «The Effects of Corporate Social Responsibility on Luxury Brand Trust» **meets** **the requirements** for master thesis of MIB program , thus the author of the thesis can be awarded the required degree.

05/010/2017

Scientific Advisor

Professor



Starov S.A.