

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management (MIM)
Student:	Nikita Bannikov
Title of thesis:	Key decision-making factors for adoption of SaaS in SMEs in Russia

<p>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.</p> <p>Cloud services can be viewed as a cluster of service solutions based on cloud computing, which involves making computing, data storage, and software services available via the Internet. Software as a Service (SaaS) is regarded as a favorable solution to enhance a modern organization's IT performance and competitiveness. The current study is devoted to the research and the analysis of factors related to making decisions about adoption of SaaS solutions in Russian SMEs. Taking into account all above, the master thesis of Nikita Bannikov seems to be really topical. The title, research problem and research questions are clearly stated. The goal is actual and the tasks are well defined.</p>
<p>Structure and logic of the text flow.</p> <p>The structure of the research is divided in to several parts: theoretical background (literature review), methodology and data description, results and conclusions plus appendixes. Both theoretical and empirical part of the thesis are consequently aligned in terms of their structure.</p>
<p>Quality of analytical approach and quality of offered solution to the research objectives.</p> <p>Author develops four research hypotheses that represent the influence of different factors (positive previous experience of usage, actual features and capabilities, reliability, total cost of ownership) on the business need in adoption of SaaS-solutions for Russian SMEs. Hypotheses are based on the previous similar research and the evidence from practice.</p> <p>To the benefits of the paper one can attribute multiple analytical methods of research applied. Author discusses quantitative methods to analyze and implement using the leading advanced IBM analytical platforms. Author demonstrates ability to formulate and convey the research problem and to offer options for its solution applying the latest trends in relevant research.</p>
<p>Quality of data gathering and description.</p> <p>Quality of selecting research tools and methods is high. Author demonstrates suitability of used data for chosen research tools and methods. The data samples are well described and analyzed. The list of Reference is complete and relevant.</p>
<p>Scientific aspect of the thesis.</p> <p>Author established a good example of independent scientific thinking in solving the set of stated problems/objectives of research by conducting the study and interpreting the results. Research methods are well justified and research results are related with the aim/objectives of the study.</p>
<p>Practical/applied nature of research.</p> <p>Practitioners can benefit from the list of potential factors of influence and methodology of their evaluation. Propositions for further research include suggestions to study of between-group differences for SMEs and of mediating variables, such as size, region, and domain of business activities.</p> <p>Many Russian SMEs may still be reluctant to introduce SaaS solutions mainly because of the trust concern—they may perceive more risks than benefits. I would recommend Nikita to investigate trust factor in his future research.</p>
<p>Quality of thesis layout.</p> <p>Layout fulfils the requirements of the Regulations for master thesis preparation and defense. All the tables and figures are properly edited.</p>
<p>Originality of the text.</p> <p>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</p>

The Master thesis of Nikita Bannikov meets the requirements for master thesis of Master in Management (MIM) program thus the author of the thesis can be awarded the required degree.

01.06.2017

Scientific Advisor:
Asc. Professor S.A.Yablonsky

