

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management Information Technologies and Innovation Management (MITIM)
Student:	Artem Efremov
Title of thesis:	Factors Influencing Adoption of Platform as a Service in Universities

Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.	
Universities are known for their abilities to produce both highly qualified professionals and cutting edge scientific research, especially related to basic knowledge. More cooperation between firms and universities might quickly bring a greater diffusion of knowledge, better results from firm innovation, and training programs for students. Cloud digital computing platforms today are gaining popularity in business and in university education as one of possible ways of firms' collaboration with universities on innovation activities. In this paper, author identifies factors affecting adoption of digital computing platforms and most prominent services offered by the leading platforms: cognitive computing, Internet of Things, cloud computing, and advanced analytics among university students. Taking into account all above, the master thesis of Artem Efremov seems to be definitely topical. The title, research problem and research questions are clearly specified. The goal is real, accurately expressed and the tasks are defined in a good form.	
Structure and logic of the text flow.	
The thesis is organized in a logical way. The structure of the research is divided into several parts. In the first chapter after literature review author states a research gap stating that little attention has been paid to factors influencing adoption of digital computing platforms in universities. Artem formulates the goal of the thesis, research questions and objectives. Based on the existing literature analysis, Artem formulates in the second chapter the research model. The third chapter is related with empirical research. It goes on with results and conclusions plus appendixes. Both theoretical and empirical part of the thesis are consequently aligned in terms of their structure.	
Quality of analytical approach and quality of offered solution to the research objectives.	
The quantitative research approach is chosen to answer the research question of the paper. Different factors are analyzed. In order to answer to the research questions, survey research strategy was selected. Survey questions are based on the multidimensional implementation of modified UTAUT model which describes influence of performance expectancy, effort expectancy, and social influence on technology adoption intentions.	
Quality of data gathering and description.	
The primary data source comes from a survey. To test the formulated hypothesis, results of the questionnaire has been analyzed using structural equation modelling approach and IBM Watson Analytics platforms. Quality of selecting research tools and methods is high. Author demonstrates adequacy 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.	
Scientific aspect of the thesis.	
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. Survey research methods based on multidimensional implementation of modified UTAUT model are well justified and research results are related with the aim/objectives of the study.	
Practical/applied nature of research.	
The study develops a significant contribution to ongoing work in the domain of adoption of digital computing platforms in universities, namely IBM Bluemix platform.	
Quality of thesis layout.	
Layout fulfils the requirements of the Regulations for master thesis preparation and defense. All the tables and figures are properly edited and represented.	
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 Artem Efremov 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

