

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management (MIM)
Student:	Vladimir Zhirov
Title of thesis:	Entrepreneurial Practices of Customer Acquisition: the Case of Russian Startups on Mobile Games Market

<p>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis.</p> <p>The App Economy is booming and “games” is the dominant category with 36% of all downloads, and generates over 71% of all revenue across the Apple App Store globally. Google Play shows even higher levels of revenue generated from the “games” category with 89% of all revenue coming from games. A lot of startups are trying to compete on the mobile games market and fail. So the entrepreneurial practices of customer acquisition and successful startup strategies are of great value for managers. Taking into account all above, the master thesis of Vladimir Zhirov seems to be definitely up-to-date. 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.</p>
<p>Structure and logic of the text flow.</p> <p>The thesis is organized in a logical way. The structure of the research is divided into several parts. In the very beginning author formulates the goal of the thesis, research questions and objectives. In the introductory chapter Vladimir discusses the background and context of the proposed research. In the first chapter he places the literature overview of the factors of customer attraction on the mobile games market. Based on the existing literature and entrepreneurial practices, author formulates a combined list of factors to be analyzed. In two next chapters it goes on with research, results and conclusions plus appendixes. Both theoretical and empirical part of the thesis are aligned in terms of their structure.</p>
<p>Quality of analytical approach and quality of offered solution to the research objectives.</p> <p>The qualitative method of analysis is used in this paper. In-depth interviews are deployed to collect practitioners’ insights and customer responds on the factors affecting the customer choice of the games. In the second chapter mostly two methods are used: direct observations and content analysis of the game platforms. They help to describe the current state of the market and trends that characterize the market. Author demonstrates ability to formulate and convey the research problem and to offer options for its practical solution.</p>
<p>Quality of data gathering and description.</p> <p>The primary data source comes from interviews. Managers of three companies took part in several in-depth interviews to answer the questions on the customer behavior and business practices used. Managers of one company agreed to provide data on their applications and suggested to conduct experiments with their application based on the findings of the research. In addition to the primary data collected from the partnering companies, secondary data was collected from Google Play and several specialized applications industry services such as AppAnnie, Adjust, AppTweak and others. Author demonstrates adequacy of used data for chosen research tools and methods. The list of Reference is mostly complete.</p>
<p>Scientific aspect of the thesis.</p> <p>Author established a good example of independent practical thinking in solving the set of stated problems/objectives of research by conducting the study and interpreting the results.</p>
<p>Practical/applied nature of research.</p> <p>The study develops a contribution to ongoing work in the domain of inbound App marketing, namely App Store Optimization (ASO).</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 and represented.</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</p>

contain any elements of plagiarism. The thesis text is original and does not contain elements of plagiarism

The Master thesis of Vladimir Zhirov 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

