

SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in Management
Student:	Madina Mametsaitova
Title of thesis:	EMPLOYEES ENGAGEMENT ACROSS THE GENERATIONS

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 work is devoted to the important topic of modern management. Its value increases as more youth come for jobs. Only the consideration of their expectations allows to effectively involve them in work processes. The author examines the ways to increase the involvement of different generations in the activity of the company. There is a strong need for knowledge in this area. The aim of the work is defined clearly, logical tasks cover the research topic

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.

The work consists of the following main sections: INTRODUCTION, four CHAPTERS, References and Appendixes. The theoretical part and the empirical part are balanced in volume.

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.

In the theoretical section the author managed to clearly define the research area and conduct a comprehensive analysis of the research problem. The author not only analyzed the main approaches to employee engagement in the company's activities, but also carried out a synthesis of approaches. The author tied the main concepts in the logical structure, which allowed then to create a working model of the study. Especially note that the author could develop a comprehensive vision of the 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 verification of the hypotheses the author has developed the relevant methodology and has collected enough empirical data.

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 work has scientific value. The author was able to detect differences in the factors that affect the involvement of employees with regard to their belonging to different generations. Also note the important finding, that despite dependence on different factors representatives of different generations have an identical engagement drivers. This helps to form a holistic view of the engagement of people at work.

The author shows independent scientific thinking, as in the formulation of the research problem as in conducting an empirical part

As a general conclusion it can be said that the work is a holistic study with a systematic study of theoretical issues and systematic collection of empirical information. The results obtained are notable for their novelty and practical significance. The author has shown himself as a thoughtful researcher relevant topics of modern management.

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.

Work, undoubtedly, has practical applications. In particular, the findings will help to build a management system taking into consideration the characteristics of generations.

Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.

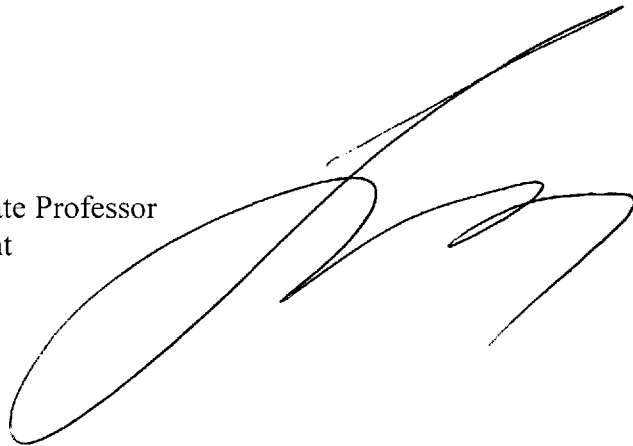
The work has some flaws in the design. But in general meets the requirements. Graphics and figures clear and easily readable. The tables contain in structured form relevant information

The Master thesis of Madina Mametsaitova meets the requirements for master thesis of Master in Management Program thus the author of the thesis can be awarded the required degree.

Date 02.06.2017

Scientific Advisor:

Zamulin A.L., Associate Professor
OB&HRM Department

A large, stylized handwritten signature in black ink, likely belonging to Zamulin A.L., is positioned to the right of the text identifying him as the Scientific Advisor.