

### *Master's thesis evaluation by the supervisor*

**Title of the Master's thesis:**

Cross-cultural analysis of consumer social media engagement

**Author of the Master's thesis:**

Aida Khadzhibiekova

**Objectives of the Master's thesis:**

This paper aims to improve understanding of cultural differences in engagement with the brand's social media pages on different platforms and analyze different perspectives on the key areas of social media engagement and social media advertising. In the theoretical part, the author aims to identify social media platforms, define social media use motivations and motivations for content engagement. The further author investigates the cross-cultural impact of social media on

EVALUATION OF THE MASTER'S THESIS	
Criteria (max. 10 points per category)	Points awarded
1. The objectives of the thesis are evident and accomplished	8
2. Demands on the acquisition of additional knowledge or skills	7
3. Adequacy and the way of the methods used	7
4. Depth and relevance of the analysis in relation to objectives	7
5. Making use of literature/other resources, citing	6
6. The thesis is a well-organised logical whole	7
7. Linguistic and terminological level	7
8. Formal layout and requirements, extent	8
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	8
<b>Total score in points (max 100)</b>	<b>75</b>
<b>Final grading</b>	<b>Very good (2)</b>

**Overall evaluation and questions to be answered in the course of the defense:**

In general, a good read! The quality of the citations and referencing require improvement to enhance the scholarly aspects of the work. Use of statistica.com although plausible requires a deeper analysis of their data sources to substantiate their graphics. The quality of the web-based sources also needs deeper refinement. Although contemporary, they often lack tested credibility in an era of 'fake news'. The author does admit that Hofstede is questionable in our current geopolitical circumstances. In this case, a more credible source should have been used to build a 'standalone' cultural image rather than a comparative one. Question(s) to be asked: Based on your research, (1) Would the Saudi traits possibly be found in other Muslim countries?, (2) the characteristics of the French market, would they be applicable in other French-speaking countries such as, Canada?

**Name of the Master's thesis supervisor:**

Dr. Richard BRUNET-THORNTON, FRSA

**Occupation of the Master's thesis supervisor:**

Assistant Professor, Department of Management, Executive Director of the Cross-Cultural Management Centre