

REVIEW

from scientific consultant Vladimir Garkavenko

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for the dissertation work of Sadyk Dina on the topic

"Developing an augmented multidimensional CBBE model for social media brand
Instagram: its applications to the role of brand index (RBI)",
submitted for the degree of Doctor of Philosophy (PhD)
in the specialty 8D04106 "Marketing."

In recent years, the Republic of Kazakhstan has demonstrated steady progress in digitalization, evident in the successful implementation of the national program "Digital Kazakhstan" and the integration of digital solutions across various sectors of the economy, public administration, education, and the social sphere. E-government services (eGov) have been launched, and fintech, digital commerce, and e-healthcare are actively developing. Kazakhstan ranks among the CIS countries with the highest levels of internet and mobile connectivity, which has created a strong infrastructural foundation for building a digital society.

Nevertheless, despite these achievements, the country still faces significant challenges in establishing a full-fledged digital ecosystem, particularly in the areas of digital entrepreneurship, digital brand management, improving digital literacy, and integrating innovative models of business-to-consumer interaction. The growing importance of social media as a key channel for communication and marketing calls for scientifically grounded approaches to brand evaluation and management in the digital environment, making this dissertation both timely and highly relevant.

Amid the rapid expansion of digital communications, social media play a crucial role in transforming interactions between businesses, government, and society. In Kazakhstan, platforms such as Instagram are widely used for marketing, sales, public opinion formation, and even state feedback. They have become an integral part of the digital economy, particularly for small and medium-sized businesses, creative industries, and personal brands. At the same time, academic research in the area of social media branding is still in its early stages, and scientifically validated models tailored to the local context remain scarce.

This dissertation represents an independent scientific study, consisting of an introduction, three chapters—each contributing significantly to the research topic—conclusions, a list of references, and appendices.

The first chapter is devoted to the theoretical and methodological foundations of consumer-based brand equity (CBBE) in the context of social media. It provides an in-depth analysis of key theories and concepts, with particular emphasis on the CBBE model, the value co-creation (VCC) concept, and modern approaches to consumer engagement, electronic word of mouth (eWOM), and brand social value. The chapter explores the relationship between digital platforms and new forms of consumer behavior, highlighting the need to modernize classical marketing models. Theoretical

material is well-structured, logically justified, and presented with a high degree of academic rigor. Both international and local contexts are considered, making the theoretical framework highly relevant for Kazakhstan.

The second chapter presents the analytical part of the research and includes the development and empirical validation of an extended CBBE model in the digital environment using Instagram as a case study. A robust model structure is proposed, combining traditional and digital determinants of brand equity. A large-scale empirical study was conducted with Instagram users in Kazakhstan, and the data were analyzed using advanced statistical methods, including exploratory and confirmatory factor analysis and structural equation modeling with WarpPLS. The findings are supported by a strong quantitative base and demonstrate high explanatory power. The chapter examines the impact of factors such as engagement, eWOM, interaction, and social value on brand loyalty, associations, and perceived quality. It shows a high level of methodological competence, mastery of tools, and precision in result interpretation.

The third chapter focuses on the practical application of the developed model. It offers specific recommendations for integrating the CBBE model into strategic and tactical brand management on social media. The chapter discusses ways to apply the model in brand evaluation, marketing planning, audience engagement, content management, and digital positioning. A method for using the model within the Role of Brand Index (RBI) framework is also proposed, which is of significant interest to both marketing professionals and financial analysts. Real-life business cases are presented to demonstrate the model's successful application. Future research directions are also outlined, including model expansion to other platforms, markets, and industries, and integration with big data analytics and digital transformation tools.

Considering these aspects, the dissertation stands as a comprehensive scientific study that includes theoretical justification, empirical testing, and practical recommendations aimed at supporting Kazakhstan's digital development and its integration into business and other sectors. The research holds substantial scientific and practical value, as it provides deep insights into the mechanisms of brand equity formation in social media and proposes well-founded approaches for their application in modern marketing practice.

It is also worth noting Dina Sadyk's high level of publication activity, including articles in internationally indexed journals and publications recommended by the Committee for Quality Assurance in the Sphere of Science and Higher Education (CQASHE). These publications reflect recognition of the research results in both international and Kazakhstani academic communities. The author has published three articles in CQASHE-recommended journals, one article in the ranked journal *Sustainability* (Scopus, Q2, percentile above 35), and three in the proceedings of international scientific-practical conferences. These works make a significant contribution to understanding digital consumer behavior and developing digital marketing strategies within the Kazakhstani context.

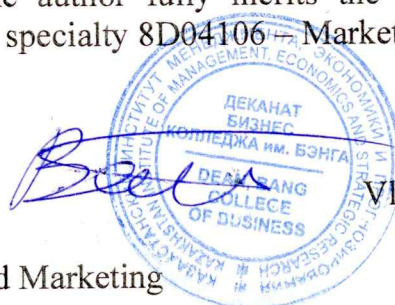
The relevance of Sadyk's dissertation lies in the development of a methodological framework for evaluating consumer brand value in the digital space and offering practical tools to improve the marketing performance of Kazakhstani companies. The research provides meaningful input into the scientific foundation for Kazakhstan's digital transformation. Applying scientific approaches to managing social media brands contributes to the sustainable development of the digital sector and enhances the country's competitiveness in the global digital economy.

Therefore, this study holds considerable practical value in light of Kazakhstan's strategic focus on digitalizing its economy and society. As the "Digital Kazakhstan" program continues to foster an innovative and competitive digital environment, developing scientific methods for evaluating digital assets and brands becomes increasingly important. This research has resulted in a modern model for assessing consumer brand value in the digital environment, adapted to the specifics of social media and online communication. The model can serve as an effective tool for local companies aiming to increase brand perception and loyalty, and value through active engagement in the digital space.

The choice of Instagram as the object of study is particularly relevant, as the platform holds a leading position in audience advertising reach in Kazakhstan and is widely used by both small and large businesses. The development of scientifically grounded approaches to evaluating and managing brands in social media has direct practical significance for entrepreneurs, marketers, government agencies, and digital transformation experts. The findings contribute to the scientific support of Kazakhstan's digitalization, strengthen the online positioning of domestic businesses, and align with national science and economic development priorities outlined in the "Kazakhstan – 2050" Strategy.

In conclusion, Dina Sadyk's dissertation meets the core requirements for a PhD-level scientific work, demonstrates academic novelty, and possesses both theoretical and practical significance. The author fully merits the award of the Doctor of Philosophy (PhD) degree in the specialty 8D04106 – Marketing.

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