University of Economics, Prague
Faculty of Business Administration

Master´s Thesis Evaluation by the Supervisor

Title of the Master´s Thesis:

Localizing reactions to globalization among Czech beer consumers and their relation to the phenomenon of identity crisis

Author of the Master´s Thesis:

Bc. Lukáš Černo

Goals of the Master´s Thesis:

The goal of the thesis is to uncover local consumers' reactions to globalization processes within the context of Czech beer market

EVALUATION OF THE MASTERS´ THESIS	
Criteria (each max 10 points)	**Points awarded**
1. The goals of the thesis are evident and accomplished	10
2. Demands on the knowledge	10
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	10
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	**98**
Final grading	**Excellent (1)**

Overall evaluation, additional questions or comments:

In the theoretical part of the dissertation, the author discusses the theoretical background of his research, i.e. the globalization processes and their intertwinement with consumption. He discusses globalization from the economic, political, cultural point of view, elaborating on each one. The theoretical part of the thesis shows an extraordinary degree of critical reading of literature, where the author not only describes the sources he cites, but also discusses their strengths and weaknesses, adding his own critical point of view on regard. It should be noted that this kind of literature is very complex to read even for experienced readers. I thus value very highly the student's ability to not only passively read, but actively work with it. Author ends the theoretical part of the thesis by summing up his arguments and formulating his research questions based on the literature. Based on the research question, the author then selects netnography as his method of choice to answer them and explains his choice, as well as the method itself. He also explicates and argues for his choice of context to answer his research question, i.e. the Czech beer market, which he then describes in more detail. The analysis of the data then reveals some interesting insights in terms of how consumers perceive globalization processes and how they respond to them with their consumption behavior. Through these findings the author answers his research question, concluding that traditionalism is not contradictory to modernism, but rather serves as a resource for consumers' modern identity construction. A little more reflexivity in the conclusions would not be harmful. It should be highlighted that the results refer to a particular group of consumers and this fact should be reflected in the discussion of findings. What I see as a negative is the lack of deeper discussion with regard to literature and conclusions that such work would deserve. It should be noted, however, that this thesis has the structure and depth of a scientific work, which is to be highly appreciated. Further questions: Based on your findings, what would you recommend to global beer brands and their marketing? Based on your findings, do you see a potential market opportunity? If you do, what would that be and why?

The name of the supervisor:

Ing. Zuzana Chytková, Ph.D.

The employer of the supervisor:

University of Economics, Prague

30 August 2012

_____
Signature of the supervisor