

### ***Master's Thesis Evaluation by the Opponent***

***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

EVALUATION OF THE MASTER'S THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	10
2. Demands on the acquisition of additional knowledge or skills	10
3. Adequacy and the way of the methods used	9
4. Depth and relevance of the analysis in relation to goals	9
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	8
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
<b>Total score in points (max 100)</b>	<b>95</b>
<b>Final grading</b>	<b>výborně (1)</b>

***Overall evaluation (cca 200 words):***

The thesis has 4 main goals: 1) to answer what globalization actually is, 2) to answer whether and how local circumstances, such as historical, political, linguistic and other conditions, may affect the way people react to globalization, 3) to answer whether economic crisis may affect our attitude and reactions towards globalization and in which way, 4) to answer how the Czech beer enthusiasts respond to globalization in the aftermath of economic crisis and why they respond in such a way. The goals of the thesis are evident and accomplished. In the theoretical part the author critically discusses globalization both from the economic and cultural perspective, broad range of literature is used. The practical part is based on qualitative research - a netnographic study focused on Czech beer enthusiasts. Key findings of the thesis are summarised but formal conclusion chapter is missing. Why? Screenshots of internet discussions should have titles and sources. Other formal requirements are fulfilled. This thesis is focused on interesting topic and brings original insights and conclusions. Student could support some findings through other methods, e.g. traditional focus groups.

***Question/s from the opponent:***

Summarise main consumption trends in the Czech beer market. What would you recommend to the traditional Czech beer brands in the matter of following actual (controversial) trends like plastic bottles or radlers?

***The name of the opponent:***

Ing. Václav Stříteský, Ph.D.

***The employer of the opponent:***

Department of marketing, UEP

*I honestly declare that I am not in any allied relationship with the author of this Master's Thesis.*