

*Master's Thesis Evaluation by the Supervisor*

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

Sustain competitive advantage in IT / Online industry

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

Bc. Sofie Jukelsonova

**Goals of the Master's Thesis:**

Define a theoretical framework to explain sustainability of competitive advantage in network industries based on Porter's approach combined with Resource based view of the firm. Come up with a strategic diagnosis check list that any decision maker in that industry should have in mind at all times, in order to defend his/her market share.

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	9
2. Demands on the knowledge	9
3. Adequacy and the way of the methods used	8
4. Depth and relevance of the analysis in relation to goals	8
5. Making use of literature/other resources, citing	7
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	9
<b>Total score in points (max 100)</b>	<b>85</b>
<b>Final grading</b>	<b>Very good (2)</b>

**Overall evaluation, additional questions or comments:**

the author tackles a very actual topic for the network industry which is in front of the legal battles between Samsung and Apple a very important one. The author tries to combine two classics of strategic management: Michael Porter and Edith Penrose, where as the level of comparison with five forces as a tool and resource based view as a theory is rather to be considered as adventurous from a strict methodological view point. In addition, the literature base is rather weak, where as for instance Brynjolfsson as one of the gurus of network based industries is only cited with one journal article. Nevertheless, the case studies do show a deep insight into the industry where the true value of the thesis lies. Those are the challenging parts where the author is basing her final "check list" for practitioners regarding top items to watch and work with in order to sustain competitive advantage. This makes the thesis in comparison to its theoretical approach very interesting for practitioners to read. Question: where is the role of hardware regarding the "battle for the best tablet" with Google having an one device? Where do you see the future of network based companies such as Google in 5 or 10 years based on your research?

**The name of the supervisor:**

Martina L. Jakl, PhD

**The employer of the supervisor:**

University of Economics, Prague

11 September 2012

Signature of the supervisor