

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

Rise of the Auto Industry in China and it's Impact on the Auto Industry in Europe

Author of the Master's Thesis:

Bc. Marek Palička

Goals of the Master's Thesis:

1. provide an overview over theoretical foundation of internationalization and link it with the automotive industry, 2. analyze and explain the rise of the Chinese automotive industry, 3. provide an estimation of the most likely internationalization strategy of Chinese carmakers and its consequences for the European market

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	10
3. Adequacy and the way of the methods used	8
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 formal requirements, extent	9
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	93
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

The thesis summarizes problems of European and Chinese automotive markets and the opportunity of Chinese players to enter the European market. Thesis has a very good logical structure, the author uses many foreign information and statistic sources, lists numerous examples from industry and adds own evaluation and opinions. In Chapter 2 author describes the theoretical concept of internationalization including specific cases from industry. In Chapters 3 and 4, author describes in detail the development of markets in China and Europe, which is important for understanding the overall context. In Chapters 5 and 6 author comes up with own evaluation of the readiness of Chinese carmakers. It would be appropriate to include detailed product requirements in comparison for both markets, and then further specific implementation process required for entry of Chinese carmakers on the European market, which would be beyond the scope of the strategic assessment, as goal of the thesis. Question: Which competitive advantages would Chinese carmakers lose due to direct entry on the European market and a higher localization? E.g. due to required local supplier base.

The name of the opponent:

Ing. Martin Juppá

The employer of the opponent:

Roland Berger Strategy Consultants

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

11 September 2012


Signature of the opponent