

Review of Dissertation

Topic: International Distribution as Communication Tool: What builds Experience and Value Creation in Luxury Retail Setting?

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Creating a powerful market strategy has moved to the top of the growth agendas of many international companies. The combination of globalization and economic uncertainty in many product markets presents a particular challenge to companies, and we can see dramatic shifts in the importance of different markets. During the financial crisis and economic recession marketing of luxury brands has proved to be successful, and in comparison with some other products sales of luxury brands continued to grow in some emerging markets.

The interest in luxury brands has increased and so has the research conducted on these products and markets. I especially appreciate the topic of the thesis and its focus on new marketing concepts and instruments. Not so much research has been conducted on luxury retailing, and it is a strong point of the thesis to present a very complex overview of the evolution in the marketing of luxury brands, and to describe and explain some new functioning concepts. The author collected and examined many books, articles, research studies and other sources, and supported it with her own research, using not only secondary data and studies, but also collecting and analyzing very useful primary data. This is another strong point of the thesis.

The structure of the thesis is logical, moving from theoretical towards more application parts, and with regards to its innovative character it is also adequate in its scale (135 pp.). Nevertheless, I have some remarks concerning few formal drawbacks (for example a missing appendix in the content, unusual format of typeface and spacing, minor mistakes in the alphabetical order of the bibliography, few typing errors) and the content of different parts of the thesis.

As the author states in the Introduction, “the aim of the thesis is to explore conceptually the nature of value creation and how the relationship gets translated and communicated by a means of store, also to identify the key determinants for the value creation within the formats while looking at which levels it brings to ability to co-create the experiential value with consumer”. This aim could be defined and structured more explicitly

into the main goal/goals (or partial goals) of the thesis. The same can be said about the chosen methodology – there should be a summary of the methods used.

When speaking about the structure, we can see some disproportion between different chapters, Chapter I being large, in comparison to other three chapters. However, it can be justified by a very thorough research of the literature mentioned above. I value particularly Chapter III and Chapter IV of the thesis with their research findings and proposals. These bring very valuable new ideas and concepts into the study and research of luxury retailing, even if they could be completed with more practical recommendations regarding strategies for management and marketing.

In Conclusion, the author clearly summarizes the main results of the analysis, answers the questions and the hypothesis set in the Introduction, and stipulates the new approaches and contributions of the thesis.

To conclude I would like to stress that I appreciate and value the thesis presented by Marija Tisovski as a work bringing new views into marketing of luxury brands and I recommend the thesis to be defended before the respective commission.

Questions:

1. How can the key determinants for the value creation found by the author be applied to improve strategies for management and marketing?
2. Where the author see possible intercultural differences in luxury retailing in different markets?

Prague, May 24th, 2012

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