

REVIEW OF DOCTORAL DISSERTATION THESIS

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

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It has been proven many times that globalization has been changing marketing- in the broadest meaning – conceptually and in detail. Marketing of luxury brands is a perfect piece of evidence of such impact but there are few complex study materials elaborating on that. The reviewed PhD thesis brings such a complex view on this trend and shifts.

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 consumers...” I appreciate this ambitious aim, especially the part of co-creation the experiential value with consumers.

The thesis has a logical structure promising to get the defined aim; it consists of introduction, four chapters, and conclusion. Methodological framework is adequate and it includes array of modern research and conceptual instruments coming from classical marketing disciplines and also from aesthetics management, psychology, ethnography, etc. The proportion of theoretical and research parts is balanced, though I can imagine a broader focus on the primary research.

The first chapter is the largest part of the thesis. It collects background and literature review and presents new concepts regarding luxury brands. I highly appreciate that the author gathered many articles, books, research materials, and web information and presented a comprehensive description and explanation of new trends and concepts in marketing of luxury brands.

Marketing of luxury brands is interconnected with arts to a higher extent than “common” marketing which makes its management more demanding. Emotions that are typical of any brand play in this segment extremely important role and it is not easy to capture

and “manage” them in a classic way. Experiential marketing is a good way for further development of marketing luxury brands because it brings new concepts and procedures that answer new demands of the market. It is more sensitive to customers’ voice and develops their perception and satisfaction to the top level. At the same time, it is more difficult for managers both from retail and production. Experiential marketing applied to luxury brands is also a suitable way in understanding the process of value co-creation. Building on emotions means to give more room and activity to consumers. In this respect, consumers are co-creators of brand values, reputation, and equity.

Strong points of the thesis are – from my point of view:

- very complex overview of new marketing concepts and instruments that are useful for marketing of luxury brands, and to some extent to other specialization of marketing,
- detailed description and explanation of functioning new concepts,
- global approach to the topic,
- application of ethnographic research.

On the other hand, I miss following topics that would increase complexity and completeness of the thesis:

1. Concepts of brand identity, place identity, retail identity, and social identity would deserve a brief explanation.
2. Internet as a driver of communication should be considered in the context of distribution and building brands
3. Conclusion should be completed with “a contribution view” of the thesis.

Summary

I value the thesis of Marija Tisovski as a work of new approaches, applications of new concepts and new opinions on marketing. She was able to write a dissertation of “experiential nature” with a focus on marketing of luxury brands.

I also appreciate her research project based on ethnographic type of research and incorporation of the findings in the thesis.

I am convinced that the thesis of Marija Tisovski is a unique piece of marketing material that deserves further development and publication.

I recommend the thesis of Marija Tisovski to the defense with the respective board.

Doc. Ing. Marie Pribova, CSc

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