

Assessment of Master Thesis

Master Thesis opponent: Ing. Martin Jurek

Master Thesis author: Evelina Sizikova

Subject: **Social Media - A New Instrument to Influence Brand Value**

Demand factors:		
Theoretical background	Average	
Data used	Average	
Methodology used	Average	

Criterion	Scale			
	Excellent	Very good	Satisfactory	Unsatisfactory
Overall objective achievement		X		
Self-reliance of author		X		
Logical structure	X			
Using of literature, citations	X			
Adequacy of methods used		X		
Depth of analysis		X		
Form of MT: text, graphs, tables		X		
Felicitousness		X		

Usefulness of results in practice and theory:

The author of this master thesis is presenting a very current topic. Its results show usefulness primarily in practice.

Discussion topic for defense:

- 1) What would you recommend in the field of social media for small and medium sized enterprises and for the B2B sector?
- 2) How would you describe the position of social media in the Czech market? Are there any valuable examples of social media application?

Master Thesis **is recommended for the defense**

Grade proposed : Very good

Prague, 11th September 2012

Signature of opponent