

***Master's Thesis Evaluation by the Supervisor***

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

Neuromarketing: Conceptualization of neuromarketing usage in marketing process

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

Bc. Kamila Janečková

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

To map the neuromarketing practices on the Czech market. to discover a potential of the application of this new marketing research methodology with respect to formation of a marketing and communication strategy.

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	9
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	9
7. Linguistic and terminological level	9
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
<b>Total score in points (max 100)</b>	<b>94</b>
<b>Final grading</b>	<b>Excellent (1)</b>

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

The thesis deals with new and interesting topic which is still not sufficiently covered by academic literature. Therefore I really appreciate the work provided by the author who studied large ammount of books, articles and other sources and conducted several interviews with professionals in the field. On the other hand I need to say that sometimes I missed some more concrete information or data that will support the author's findings and conclusions (on the other hand I fully understand that it is almost impossible to find relevant public data on this topic). For defence I suggest following questions: The ethical issues seem to be a big obstacle for neuromarketing to become commonly used marketing tool. What should neuromarketing research agencies do to deal with ethical concerns of public and governments (in some cases such as France)?

***The name of the supervisor:***

Ing. Petr Král, Ph.D.

***The employer of the supervisor:***

University of Economics, Prague, Department of International Business

28 January 2013

\_\_\_\_\_  
Signature of the supervisor