

Master's Thesis Evaluation by the Opponent

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 discover a potential of neuromarketing in formation of a marketing and communication strategy. To map the neuromarketing practices in the Czech Republic.

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	10
5. Making use of literature/other resources, citing	10
6. The thesis is a well-organised logical whole	8
7. Linguistic and terminological level	9
8. Formal layout and formal requirements, extent	8
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	10
Total score in points (max 100)	93
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

The author deals with a very interesting, unexplored and up-to-date topic. She studied extensive sources, even though literature on this topic is rare. She managed to shed light on the new marketing research methods and showed how they can be applied during the formation of marketing strategy and marketing mix. Maybe the structure of the thesis could be a little bit more logical and targeted (for example some parts of chapter 3 seem to reduce the consistency of the thesis). Also the formal layout could possibly be more appropriate. However, these limitations are not important enough. The thesis has clear benefits for both the academics and practitioners and it is original (at least in the Czech environment). Therefore I evaluate it positively. Question: On page 77 one of the interviewed experts claimed that neuromarketing is particularly suited for evaluation of brand attributes and brand associations. Do you agree with this statement or do you believe that neuromarketing research techniques are (and will be) primarily appropriate for tactical marketing decisions (connected to marketing mix)?

The name of the opponent:

Ing. Miroslav Karlíček, Ph.D.

The employer of the opponent:

Marketing Department, University of Economics, Prague

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

17 January 2013

Signature of the opponent