

## Assessment of Master Thesis

Master Thesis academic consultant: doc. Ing. Jana Přikrylová, PhD.

Master Thesis author: Bc. Olga Selivanova

Subject: Building Loyalty In Consumer Markets

Demand factors:		
Theoretical background	Average	Above - average X
Data used	Average	Above – average X
Methodology used	Average	Above - average X

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: above-average theoretical part is useful for practical decision-making in companies.

Discussion topic for defense: As you have explored many loyalty programmes practiced by different firms, discuss obvious mistakes those firms make in developing and executing their programmes. Show examples of typical discrepancies between theory and practice.

Master Thesis is recommended for defense

Grade proposed: excellent (A)

Prague, May 25, 2010



Signature of academic consultant