

Assessment of Master Thesis

Master Thesis opponent: Patrik Tjokorda

Master Thesis author: Olga Selivanova

Title: **Building Loyalty in Consumer Markets**

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

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

Usefulness of results in practice and theory: As the author points out in the thesis, complexity and depth of loyalty topic makes practical use of loyalty theories a challenge. However, the author demonstrated strong understanding of the core concepts forming and affecting the subject and proposed workable frameworks and methodology for practical use of loyalty theories.

Discussion topic for defense: Given enormous depth and broad theoretical knowledge of the author in consumer loyalty a practical use/application of core concepts in real case scenarios including particularly loyalty measurement, being conclusive deliverable of selected

loyalty framework, and loyalty determinants' management mix may be examined while defending the thesis.

Master Thesis is **strongly recommended for the defense**

Grade proposed: A

Prague, May 17

Patrik Tjokorda

Signature of opponent