

## Assessment of Master Thesis

Master Thesis academic consultant: Ing. Petr Král, Ph.D.

Master Thesis author: Arjola Bimaj

Subject: Psychology of Pricing

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

The master thesis deals with an interesting and current topic which on the other hand is very complex. The author showed deep understanding of the topic and the relevant theory and provided also a practical example of a company using the described pricing methods. On the other hand I need to say that the choice of the company was probably not the best one as the company operates on the B2B market only and offers its services just to other companies within one international group.

Discussion topic for defense:

1. How does the fact that the company DHL IT Services offers its services to other companies within the same group limits the pricing methods that the company could use?

2. How did the current crisis change the pricing methods and also the responses of customers to pricing in general?

Master Thesis is recommended for defense

Grade proposed excellent- very good

Prague, 31st May 2013

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Signature of academic consultant